



Official
GUIDE
SOUVENIR
PROGRAM

CALIFORNIA
Pacific International
EXPOSITION
SAN DIEGO

25^C

THE SCIENTIFIC MARVELS OF THE EXPOSITION

Alpha the Robot

He is alive
 (And yet was never born)
 He will speak to you
 He will move at your command
 He shoots an Army Revolver
 He smokes cigarettes
 He astounds you.

Visit Alpha the Robot
 Now in his new metal home in the heart
 of the Fun Zone.

See this 2240 lb. Mechanical Man

The Death Ray

A 21st Century Fact presented now in
 1936 for your amazement and education.

The Secrets of Army Authorities laid
 bare before your eyes

It Destroys Everything before your view.

It Terrifies with Power.

The Sensation of the Exposition and a
 demonstration that will live in your mind
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 The Lucky Gypsy's dance music.
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 Mr. Julius Rosenfield
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The Social Rendezvous of the
 West

CASA DEL REY MORO CAFE

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Our List of "Should See" Attractions and Cafes

The average visitor does not patronize all of the attractions in an Exposition. To make your visit complete and give you the greatest value for your time and money we recommend the following HIT ATTRACTIONS. Be sure to visit those listed below and assure yourself of a full measure of entertainment. The Eating Places listed are "Tops."

"FUN FOR ALL • ALL FOR FUN"

THE FUN HOUSE

(On the Fun Zone)

SIX MAJOR ATTRACTIONS INSIDE
 One Admission Covers Everything
 Come Early and Stay All Day

Something New and Unusual
 Educational and Entertaining for Old and
 Young

THE FRONT PAGE

(On the Fun Zone)

10c—ONE PRICE COVERS EVERYTHING

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Served by Japanese Girls in Native Costume

Back of the Botanical Gardens
 Also reached Thru the Enchanted Land

KIDDIES AND ADULTS ALIKE

Ride the Miniature Train
 in the Enchanted Land

. . . AND SEE FAIRY LAND

BE SURE TO MAIL
 THIS SOUVENIR PROGRAM
 TO YOUR FRIENDS
 "BACK HOME"

(See Back Cover Page)

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Girls of many nations in an international gesture of welcome at Casa del Rey Moro gardens



FRANK G. BELCHER

To Our Guests

THROUGH the medium of this page, and this book, permit me to welcome you to the second season of the California Pacific International Exposition.

For the last three and a half months we have endeavored to create for you a greater Exposition, more complete, more beautiful and more enchanting than the one which nearly 5,000,000 people visited in 1935. We have tried to present to you, through the industrial and scientific exhibits, through closer attention to detail, through a more beautiful system of landscaping and lighting, the progress man has made here in the West during the 400 years since the first Spanish explorers sailed into San Diego Bay.

You are viewing the second season of the Exposition because of a demand for it. We have tried to answer that demand with an Exposition that fulfills all hopes and desires. We believe we have succeeded.

It is impossible to greet each one of you individually as you pass through the gates. Instead this book has been prepared, as a means of expressing to you our great pleasure at having you with us and as a means of enabling you to more thoroughly enjoy your visit.

Hospitality always has been a keynote of California, since the gracious days of the Spanish Dons. We are trying to live up to and exemplify that heritage. So, again, in the spirit of the West and of California, we bid you welcome.

FRANK G. BELCHER, President,
California Pacific International Exposition.



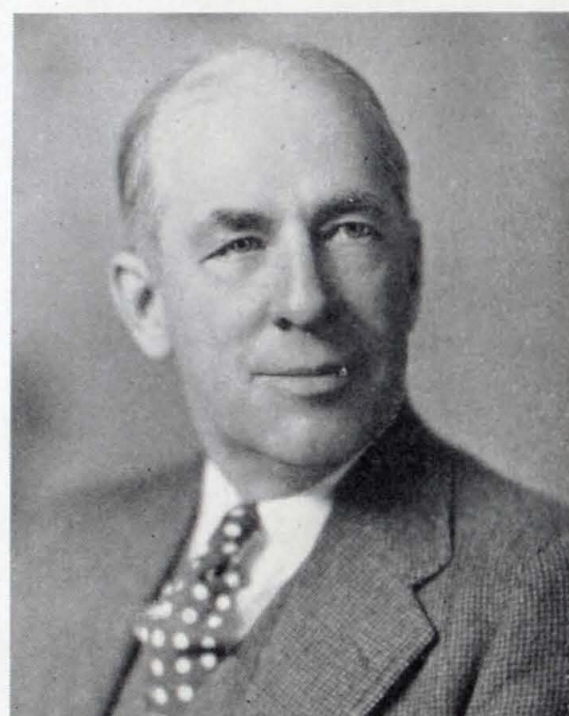
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Built Upon a Glorious Past Dedicated to a Glorious Future

California's Exposition is the tangible evidence of a dream come true. It is the story of the creation of an empire.

The Exposition represents not the last year and a half, which saw one successful season draw nearly 5,000,000 persons through its gates after ten months of preparation, but of four hundred years that have seen California reach the heights. Fifty years after Columbus made his immortal western passage, a hardy Portuguese adventurer, sailing for the King of Spain, hove anchor in what was later to be known as San Diego Bay. Since the advent of that soldier of fortune, Juan Rodriguez Cabrillo, San Diego and, in all truth, the entire West has known a forward march that is extraordinary in the history of any country.

During that time California has passed from the far flung outpost of the Spanish crown, through a transitory period that saw it become the northernmost possession of Mexico, a brilliant and rich colony, and, finally, become a state in the Union.

It is to these years that have passed; to Spanish adventurer and Mission priest, to the hordes that came when gold was found in '49 and to the sturdy men and women who carved a great commonwealth out of a raw country; that California's Exposition is dedicated.

But California's Exposition of today looks not too much to the yesterdays of the West. Except for a brief pause, in which to view the rich heritage left by the hardy pioneers and the foundation upon which to build, the creators of the world's fair attempt to give the visitors a glimpse of what the future holds for the Far West.

Opening on the eve of the greatest development program this nation has ever known, the California Pacific International Exposition looks forward to the new West that will be outstanding because of its Boulder Dam, its All-American Canal, its Grand Coulee Project, the great trans-bay bridges of San Francisco and a host of other activities that mark a new era. Water, the eternal white gold of the West, will be brought into areas that are the most fertile in the nation. Agriculture will receive a new impetus. Power will be generated that will bring light and heat to the small, remote towns.

So, as the years march on, this Exposition may become better known not so much as a dedication to yesterday, today or tomorrow but rather a toast, a God-speed to the continuation of an epic of a progressive and a determined people.

It is fitting that San Diego should be the scene of this beautiful Exposition, for it was here that California was born.

Twenty years ago, in this same Balboa Park, an Exposition was held. It did not have the tremendous scope, the broad outlook of the present world's fair but it was the most beautiful exposition ever held prior to 1935.

Thus California's Exposition of 1936 has been born in a spot that gives it charm, dignity and above all a serenity that no other project of this sort has attained. Although a comparative few months have gone into the actual work of preparation for this Exposition, the years have prepared the setting for it.

It was a far cry to the mission days of Fra. Junipero Serra to the roaring days of '49. Perhaps there is so little that man knows about his own tomorrow that no past can predicate the future. But, in a land that draws its strength from the everlasting hills, and the beat of a timeless sea, dreams come true and prophecies are fulfilled.

As you walk through these lanes and gardens, through exhibit palaces and scenes of entertainment by your side will walk the shadows of the men and women who have carved a great state out of a wilderness. And before you will walk men and women of youth and vision who see the years that are to come and hasten forward to greet them.



Bird's-eye view of the Avenue of Palaces

HOW TO REACH CALIFORNIA'S EXPOSITION

Reaching the Exposition from any point downtown, or from any highway entering the city, is a simple matter. Two street car lines pass the east gate and two pass within two blocks of the west gate. Cars No. 7 and 11, which can be boarded anywhere on Broadway from the Santa Fe Station to 12th Avenue, unload passengers within a few steps of the east gate. Cars No. 3 and 1, which run on Broadway from 3rd to 5th Avenue, and then turn northward, stop two blocks from the west gate. The Exposition grounds mark the zone line and fare on any street car line is five cents, either inbound or outbound.

Constant taxicab service is maintained from the downtown business section to the park and the fare is approximately 65 cents for from one to five passengers.

Motorists from out of the city, or out of the state, have no difficulty in finding the Exposition grounds. Coming from the east, over highway 80, the motorist heads into El Cajon Avenue, an 8-lane street that ends at Park Boulevard. By turning left, or south, on Park Boulevard, motorists need travel little more than a mile before entering the Exposition grounds. Coast highway No. 101, from the north, terminates at Broadway. Drivers may turn left to 12th Avenue, then turn left again and follow the street to the Exposition entrance.

Plenty of automobile parking facilities are available and the charges are low.

ADMISSION CHARGES

Admission charges to California's Exposition are 50 cents for adults and 25 cents for children 12 years old or under.

This fee permits the visitor to see all of the industrial buildings and exhibits, including the Palace of Natural History, Palace of Fine Arts, Palace of Foods and Beverages, Palace of Medical Science, Palace of Science, Palace of International Art, Palace of Better Housing, Palace of Education, Palace of Electricity, Palace of Transportation, General Exhibits Building, California State Building, Federal Building, Ford Music Bowl, Outdoor Organ Amphitheatre, the latter two of which present daily and nightly programs which are included in the admission fee, numerous gardens and many other exhibits.

Although the gate tickets admit the visitor to Spanish Village, Enchanted Land and the Amusement Zone, individual concessions charge varied prices. You may see the Exposition with its thousands of attractions for as little as 50 cents. Parking fees are nominal.

HOW TO SEE THE EXPOSITION

Regardless of taste or preference, there are hundreds of things that will interest you and that you will want to see. It is easy to organize your time and discover the areas which interest you most.

Study the map and you will find that the grounds logically divide themselves into three sections. Along the Avenida de Palacios, that beautiful thoroughfare stretching from east to west gates and along which will be found beautiful exhibit palaces, including Natural History, Fine Arts, Science, Foods and Beverages, Medical Science, Administration Building, Better Housing, Cafe of the World, Botanical Gardens and others.

Second, the Palisades area, which includes everything south of the organ amphitheatre, grouped around beautiful Plaza de America. In this area you will find the Palaces of Transportation, Education, Entertainment, Electricity, General Exhibits, Federal and State Buildings and the Palisades Cafe. The third or northern area begins at Calle Colon and includes the Spanish Village, the Zoo and the Fun Zone.

On the map you will find a description of each exhibit building and the area follows the order shown by the numbers. By studying the map and the first part of the directory in the back of the book, you will be enabled to decide which you wish to see and, if your time is limited, budget it accordingly.

The numbers from 1 to 17 are in the Avenida de Palacios section, from 18 to 34 are in the Palisades area and those above 35 are in the north section.

HOW LONG WILL IT TAKE?

You can spend three hours or ten days seeing the Exposition, depending upon the time you have at your disposal.

If your trip must be a hurried one, it is suggested you start at the Main gate and proceed down the Avenida de Palacios. Along this street you will find more than 200 industrial and scientific exhibits.

Then turn south and spend an hour among the exhibits in the Palisades area, which ends at the Palace of Transportation. Returning, you can stop in at the Federal Building, the Palace of Electricity and the General Exhibits building. Back on the Avenida de Palacios, turn north to Spanish Village and the Fun Zone.

Whether you spend a few hours or several days, the same time budget may be applied. Officials estimate that five days at least are required to see the entire show, with a day in the Fun Zone, a day in the Zoological gardens, two days along the Avenida de Palacios and at least one day on the Palisades.



A bevy of young screen stars at the Spanish Village

HOW TO FIND A PLACE TO STAY

Accommodations are available for at least 60,000 persons in the 200 hotels and 350 apartment houses near the Exposition grounds. There also are 80 modern auto courts in and near San Diego, with a capacity of 5000. In addition there are 300 tent cottages in Coronado Tent City and many public camping grounds where water is provided and fire protection assured.

The official Housing Bureau, with headquarters in the Chamber of Commerce building, 499 West Broadway, also maintains a listing of available rooms in private homes located near the Exposition grounds, which may be obtained at moderate rates. A listing of all vacancies all over the city and environs also is maintained.

TRANSPORTATION WITHIN THE GROUNDS

There are three ways to get about the grounds that save time, money and energy.

1. Swanky serpentine busses, bearing romantic Spanish names, such as "La Golondrina," have deep plush seats, open sides and enable one to have an unobstructed view. These busses enable one to ride from one end of the Exposition area to the other for a dime. Stops are conveniently located for access to all buildings and points of interest.
2. If you have but limited time in which to view the Exposition, a Luxury Tour of the entire grounds, lasting 45 minutes, is available for 35 cents. You can start from either the East or West Gates at regular intervals and a competent guide explains everything along the way. Even if you have a great deal of time, this trip enables you to gain a comprehensive view of the whole Exposition, so that you can concentrate your time on Exhibits that interest you.
3. For a de luxe tour, step into a pneumatic tired Roller Chair and have yourself pushed along, a la board walk. You can be wheeled right into most of the exhibits, a boon to the aged, infirm or merely tired visitor.



The General Exhibits Building



Dine al fresco at the quaint Palisades Cafe

PALISADES CAFE

Completely renovated and with many new features added, the Palisades Cafe, at the north end of the beautiful Plaza de America, again is one of the popular gathering places.

An outdoor, semi-tropical dining room has been added since last year, on the south terrace. With its gaily colored umbrellas over the tables, the terrace blends beautifully with the lavish color of the flower gardens in the Plaza.

Under the management of John G. Krutzler, the interior dining rooms have been redecorated and beautified, the cocktail lounge and bar done over and the entire restaurant given a changed atmosphere.

All types of food are offered at the Palisades Cafe, with Czechoslovakian and American dishes special features. Krutzler operated a large restaurant at the Century of Progress in Chicago and his success as a cafe operator is attested by the fact that he served more than 500,000 customers last season.

The Palisades Cafe also is equipped for private parties and banquets for special occasions, in which large groups of visitors may be interested.

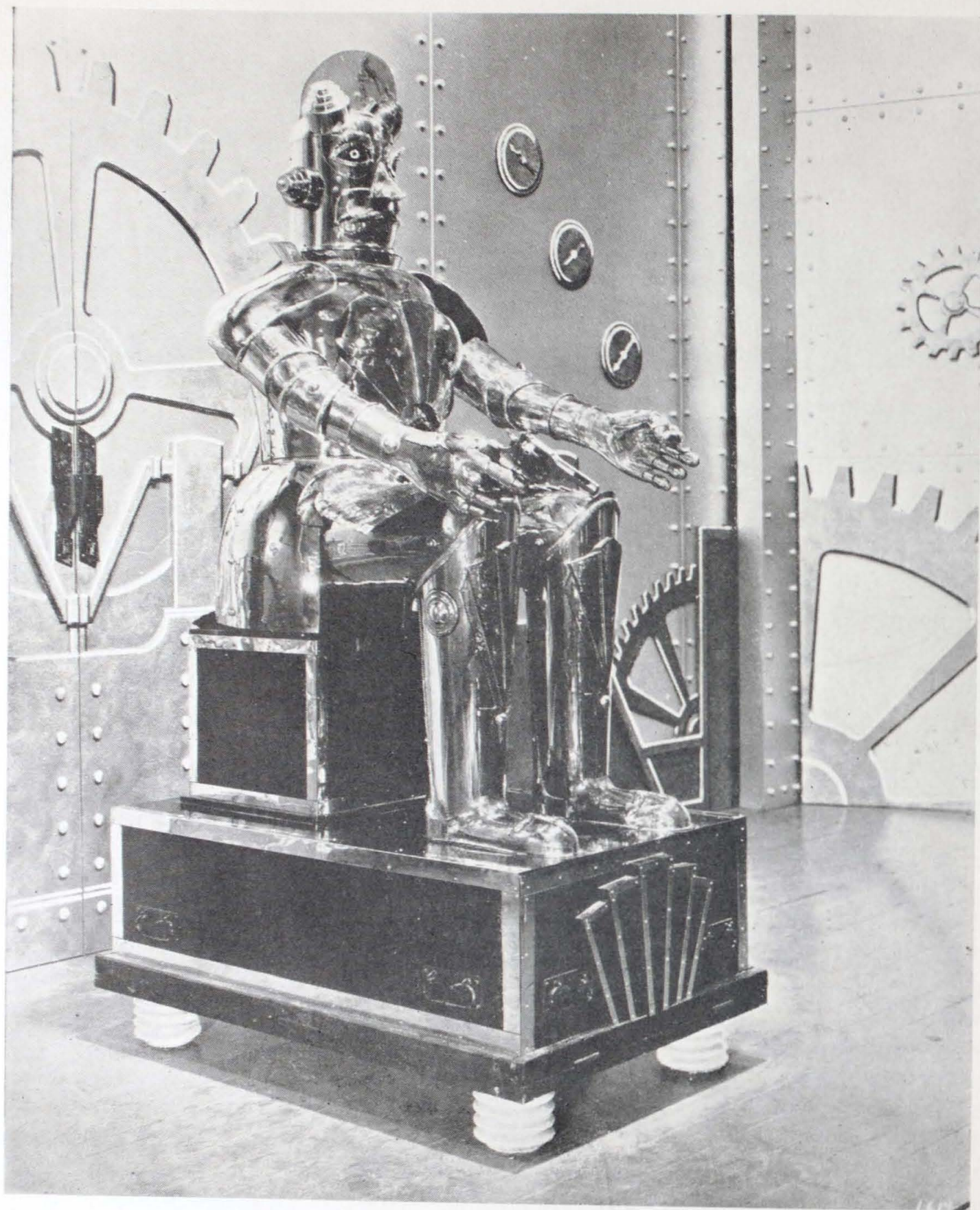
WHERE TO OBTAIN INFORMATION

Information about the Exposition or its exhibits may be obtained at the Administration Building, on the south side of Avenida de Palacios, or by calling the Exposition's number, Franklin 7731 and asking for "Information."

Police officers and guides in various parts of the grounds will be glad to direct visitors and answer all questions possible.

IN CASE OF ACCIDENT

In case of accident, notify the Exposition telephone operator, if urgent. Apply, if possible, at the First Aid Station, in the House of Hospitality. Trained attendants are always on duty.



ALPHA THE ROBOT

In a specially-designed and constructed building in the very heart of the new fun zone, an improved exhibit of Alpha the Robot, one of the hit attractions of the 1935 Exposition, will be presented by Professor Harry May.

Invented and built under personal supervision of Professor May, this amazing mechanical man performs feats that are almost human. At a mere spoken word, the 2000-lb. giant of chrome-plated steel, 6 feet 2 inches in height, will stand up, sit down, answer questions, smoke cigarettes, blink his eyes, salute, fire a pistol and perform many other startling stunts.



Dinner honoring Franklin Delano Roosevelt at Casa del Rey Moro Cafe

CASA DEL REY MORO CAFE

When President and Mrs. Franklin D. Roosevelt paid their memorable visit to the Exposition, they admired the beautiful setting and appointments of the Casa del Rey Moro Cafe, where they were distinguished guests at a luncheon given in their honor by the Exposition directors. President Roosevelt was feted in the famed Sala de Oro, and while not given to comment on his surroundings on such occasions, took time to enjoy the charm of the cafe and the entrancing Casa del Rey Moro gardens that surround it in a flowered necklace as lovely as their namesake in Old Spain. The first lady, at luncheon in the handsome loggia, constantly murmured praise and compliments as she looked over the beautiful patio with a glimpse of the cafe terrace and gardens beyond.

The Casa del Rey Moro Cafe, directly across the stately Avenida del Palacios from its gorgeous sister, the Cafe of the World, is more finely appointed, more complete in arrangements and lovelier in every respect this year, and is without a peer. The cafe is a favorite rendezvous of society for luncheons, teas and dinners. Here beauty and fashion are on parade with the social, diplomatic, military, naval and business leaders of the nation and world. Celebrities of the radio, stage and screen are familiar guests. At night the new lighting effects transform the establishment into a radiant jewel of breath-taking beauty.

Mr. John H. Gage, noted restaurateur, is general manager of the Casa del Rey Moro Cafe and its equally famed sister establishment confronting it on the opposite side of the Avenida del Palacios. Mr. J. S. Madill is president and executive of the two celebrated cafes.

FINEST EXAMPLES OF HISTORIC ARCHITECTURE

Buildings which were erected, and the general plan of landscaping which was created for the 1915 Exposition, have been retained as a nucleus around which to erect a new and finer world's fair. Representing the historic styles of the Pacific Southwest, linking the beauty of the past with the practicability of the present, these Palaces form an ensemble of Spanish, and Spanish Colonial structures, which the citizens of San Diego would not permit to be torn down after the Exposition of 20 years ago. Consequently, this charming city of the seventeenth and eighteenth centuries, landscaped in a setting of rare beauty, has been maintained for two decades—allowed to "mellow" and become landmarks with which every San Diegan and every visitor here soon becomes familiar.

When the new buildings for the 1935 Exposition were considered, instead of adopting new and radically different designs, it was decided to go even further back into history than was done in 1915 and adopt the general forms and ornamentation of prehistoric monuments in the treatment of the important new structures.



Detail of the Dome of the California Tower

Consequently, one may easily find Pueblo, Aztec and Mayan styles adapted to modern architectural ideas, and yet so treated with color and landscaping to bring them into accord with the original group of old Spanish buildings.

Most of these examples of the blending of the prehistoric with the new are to be found in the Palisades area, where the Palace of Education, Palace of Entertainment, and the Palisades Cafe all are examples of the Pueblo structures of the Southwest.

Adjoining this group, in the same area, will be found examples of Aztec and Mayan architecture. Three outstanding buildings in this classification are the Federal Building, the lines of which suggest the Governor's Palace in Uxmal, Yucatan; the Palace of Electricity and the Standard Oil National Parks Tower.

Across beautiful Plaza de America are the California State Building and the General Exhibits Building, both modern in design, yet reflecting a decided prehistoric influence in the style and execution of the ornamentation.

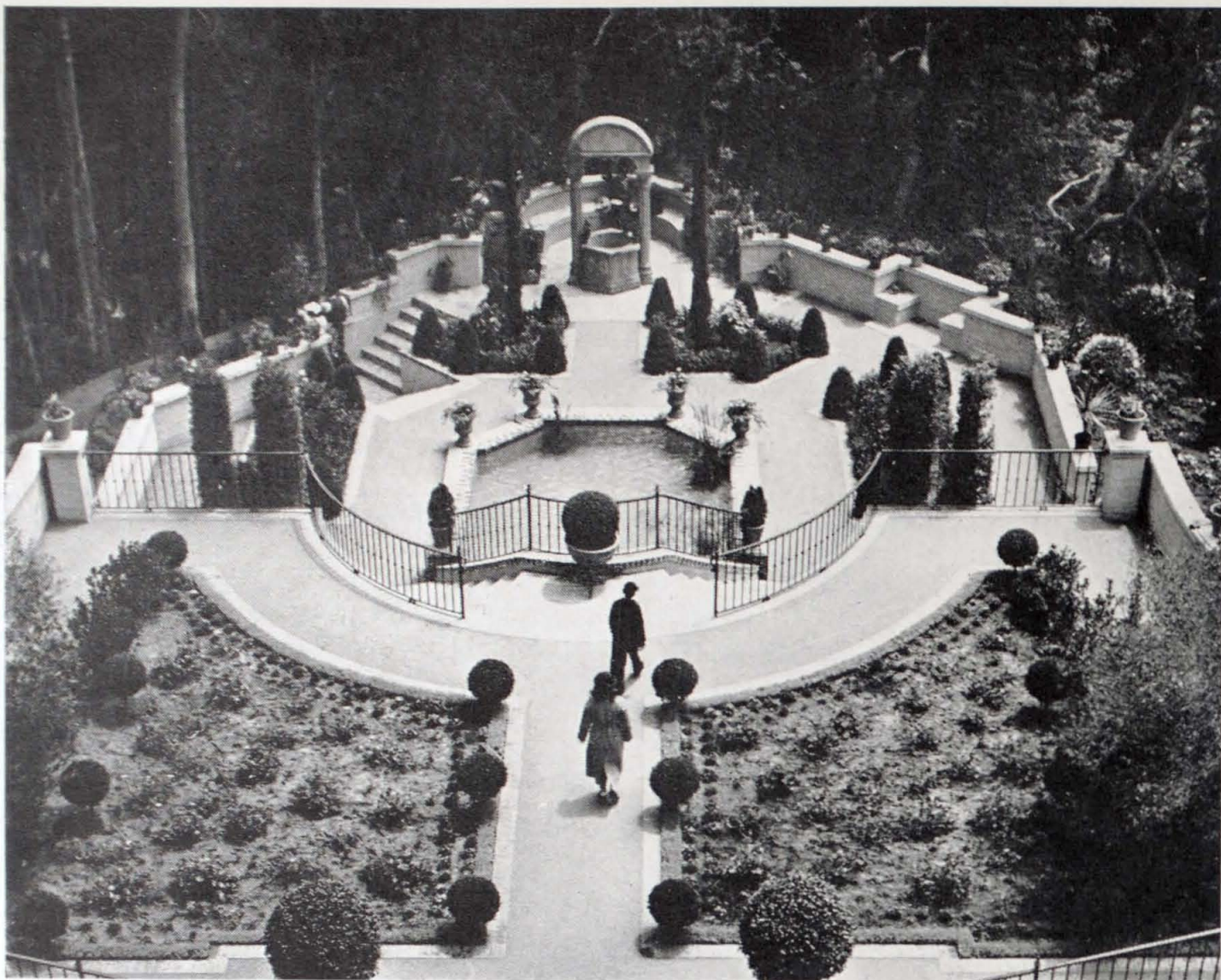
The mammoth Palace of Transportation, standing as a sentinel at the south end of Plaza de America, is the exception and represents an impressive example of modern industrial architecture. By this arrangement it is intended to show the progression from the most ancient to the most modern architecture, blended and harmonized to the spirit, geographical and climatic features of the Southwest.

Other buildings and groups of buildings on the Exposition grounds which vie for interest with the spectacular exhibit palaces are reproductions of humble but charming shops and cottages from Spanish and Latin American countries. Spanish Village and the House of Pacific Relations are two outstanding examples of this transformation. Life in our neighboring countries can easily be visualized in these charming scenes of village and domestic activity.



Entrance detail of the Palace of Fine Arts

In constructing these buildings, architects had an advantage which perhaps they could not find anywhere else in the world. Here the sunshine and benign climate have supplied color and ornaments with living plants which elsewhere might have had to be effected by architectural decoration. These embellishments rise not only from the foundations but fall from the parapets and cornices, creating an effect not unlike the hanging gardens of Babylon.



The beautiful Casa del Rey Moro gardens, adjacent to the House of Hospitality

LANDSCAPING THE EXPOSITION

Balboa Park, the scene of California's Exposition, has been known for 20 years as the garden spot of America—the site of "the most beautiful Exposition ever held."

When the 1915 Exposition was conceived, Balboa Park was a barren mesa, broken by desolate canyons. Its soil was hardpan. Then began the transformation. More than 400,000 holes were drilled and blasted, breaking up the hard surface. Loose, mellow topsoil was hauled in and a planting and watering program started that resulted in a scene of exquisite beauty. The tropical foliage became luxuriant, the trees took root quickly and flowers bloomed in profusion over areas that a few months before had bore only a few scraggly bushes.

So there came into being Balboa Park as we know it today. The buildings, in their setting of newly planted verdure, also apparently "took root," and all through the years, after the 1915 Exposition had closed, the city of San Diego took particular pride in this beautiful park and kept improving and extending the area that had been developed.

When the 1935 Exposition was brought into being, the original plan of development was retained and its beauty intensified. Many of the men who built the grounds in 1915 were returned for the same job 20 years later. They took up where they left off two decades before. New roads, paths, bridges, fountains, pools, gardens, shrubs and even gigantic trees have been added to the original plan and with the construction of new buildings, the planting has been so skilfully designed that the newness has been softened and concealed by flowers, trailing vines and abundant foliage.

Famous gardens and historic spots from various parts of the Latin American world have been reproduced in many sections of the grounds. In the center of the House of Hospitality, on beautiful tree-lined Avenida de Palacios, a Spanish American patio has been developed that

is suggestive of the charming interior garden in the Museum in Guadalajara, Mexico. Around the patio are arcaded galleries, a large tile central fountain and a pool, surmounted by a full sized statue in limestone of a Mexican woman. Palms, bananas and flowering plants in decorated pots all serve to produce a tropical atmosphere, without which Spanish architecture seems incomplete.

Below the southern loggia of the House of Hospitality, has been reproduced the most famous of all the small gardens in Spain, the Casa del Rey Morro Garden of Ronda in Spain.

Here, in a setting of exquisite splendor, splashing fountains are surrounded by climbing roses and *Bignonia venusta* and cherere, geraniums, agathe, santolina, water lilies, cyperus and viburnums. Orange trees in tile boxes lend a decorative effect.

Another famous garden is the Alcazar, between the Palace of International Art and the Plaza de Mexico. It is a replica of the one laid out by Charles V in the Alcazar in Seville.

A famous cactus garden may be found behind the Palace of Education, where more than a thousand varieties, ranging from the largest carnegiea, standing over 30 feet high to tiny baby specimens, such as the *Opuntias*, have been planted.

Then, beyond the Entertainment Palace, which is surrounded by typical desert vegetation,



Eucalyptus trees bordering the Plaza del Pacifico

one can see the finest examples of appropriate planting behind the California State Building. Here is arranged the most typical variety of trees and shrubs native to California, ranging from pines, cedars and citrus to tropical growth. The rarest blooms from the greenhouses and gardens of 14 Southern California nurseries have been gathered together.



An interesting Cactus Garden adjacent to Palace of Education

DESERT MOODS

The eternal solitude and shifting lights of the American desert are epitomized in "Desert Moods," a tableau which adjoins the main entrance of the Palace of Electricity.

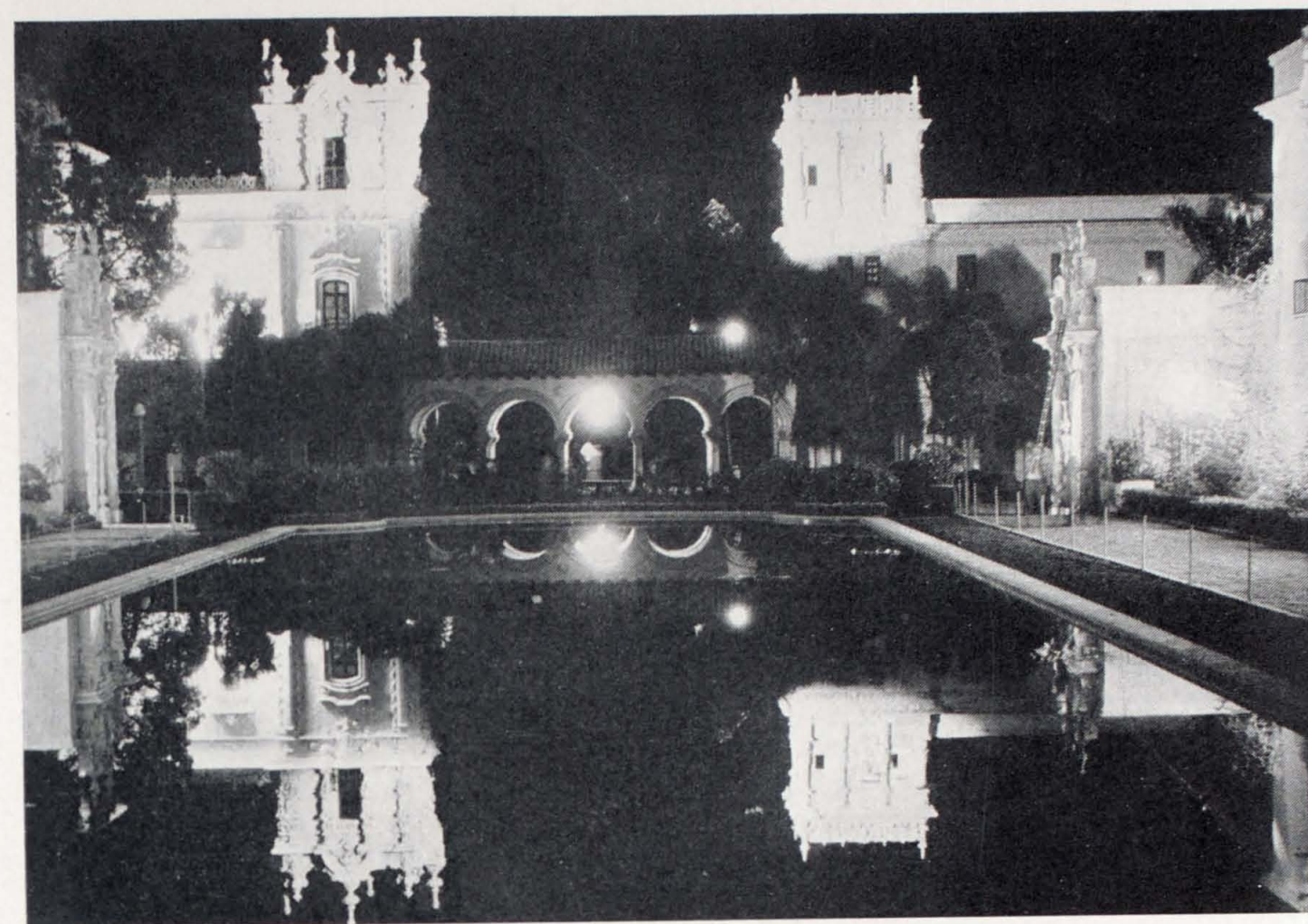
By the clever use of cacti, sand, loam and rocks, Mrs. Neff K. Bakkers of San Diego has re-created four desert scenes—"dawn", "high noon", "sunset" and "night".

No special lighting is used for this tableau, the graphic moods of desert day and night being created solely through the use of the soil, cactus and rock. All the rock is from San Diego county and gives a striking idea of the many varieties to be found in this region. Cactus from California, Arizona, Mexico and South America has been used, the rarest variety being the golden barrel cactus of Mexico.

An adjoining display includes about 250 different succulents from all parts of the world.

RUBE ALLEN'S BARNYARD CAFE

This unique replica of a Farmyard was conceived by one of Rube's brainstormers, to try and illustrate to California's Exposition visitors, the really wonderful quality of Swift & Co. and Libby's food products. Food is prepared in the Rubes' modern kitchen where cleanliness is a very strict law. Situated in the north end of the Palace of Foods & Beverages, it is ideally located to take care of your wants at a reasonable cost. The Barnyard was entirely built by Rube and a couple of the neighbor boys. You are welcome to carve your name in our fence, but bring your own knife.



Enchanting Laguna de Espejo by night

BRILLIANT ILLUMINATION

When the sun goes down in the blue Pacific and evening shadows quickly fall, the Exposition grounds burst into a splendor never before seen. Not mere light, but an artistic painting, in color, touches every building, tree, shrub, garden, flower bed, pool and fountain. Although the grounds are brilliant, there is none of the glare or harshness so frequently noted at Fairs.

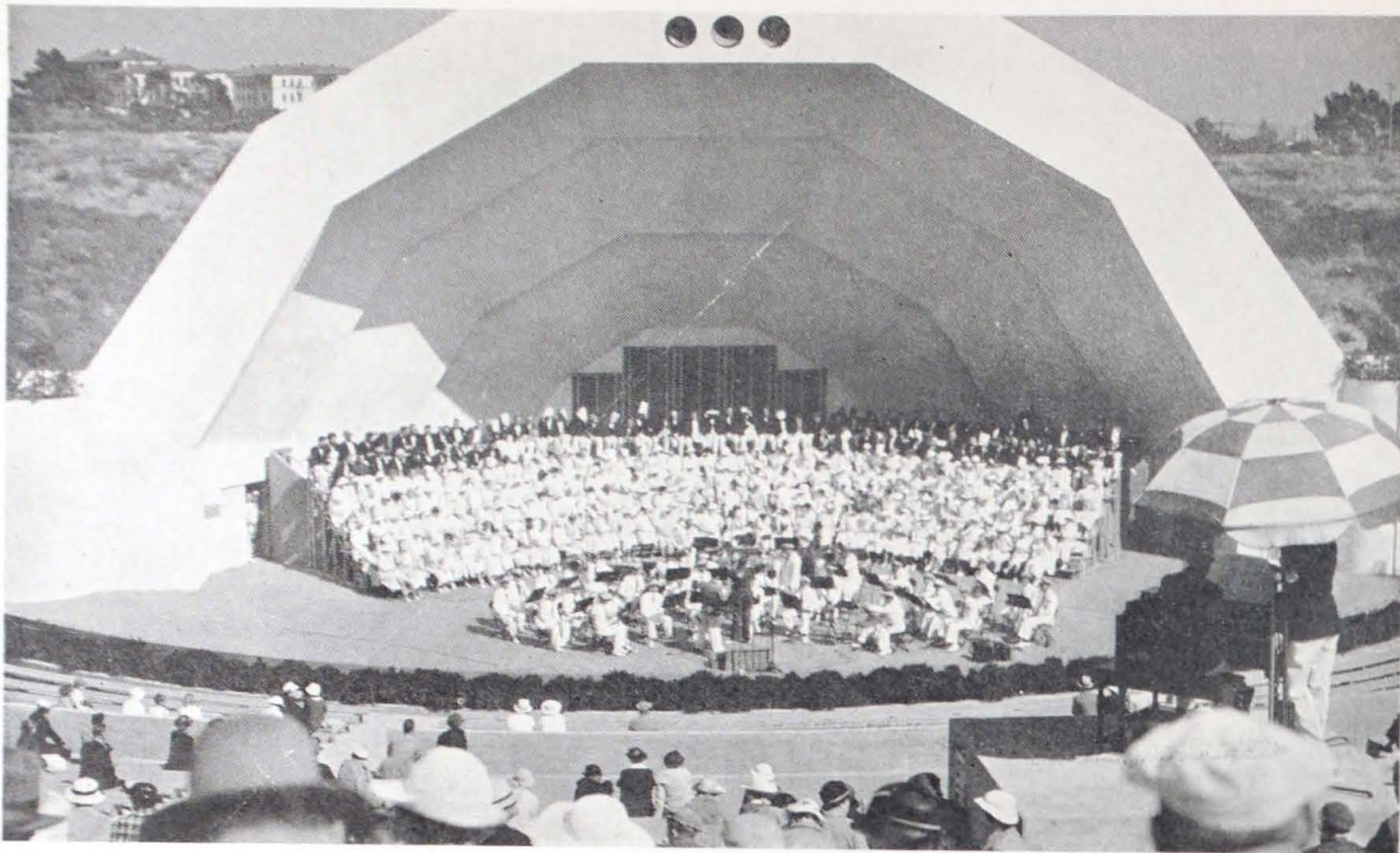
The night illumination of the 1935 Exposition was one of the high spots of its beauty. But since then, America's foremost lighting engineers have created new effects, new equipment and doubled the amount of current to be used for the 1936 season.

Painting with light, rather than flooding, has been the method so successfully used. This year this effect is being intensified, new colors are being added and all blended so perfectly that the grounds present an ever-changing, yet always the same, picture of soft, pastel shades. Each tree and shrub has been subjected to minute tests with all available colors, to determine which one is best suited to the surroundings.

On the principal thoroughfares, the Avenida de Palacios, the Plaza del Pacifico and the Plaza de America, gigantic waves of moving light paint the buildings, the trees, fountains and shrubbery in changing hues, blended and constantly changing. In remote sections of the grounds, tops of trees, patches of shrubbery and corners of beautiful gardens are "painted" in the manner of a Maxfield Parrish creation, again with the soft hues blending one with another so that the spectator can view the spectacle of a changing landscape.

In the Amusement Zone, where the buildings are linked with miles of Neon tubing into one colorful spectacle of beauty, giant sun arcs flood the grounds with a soft brilliance that lends enchantment to all surroundings.

From atop the beautiful California Tower, bathed in white, the decorative beams of three 5000-watt lamps revolve, sending their multi-hued rays for miles into the surrounding country and visible to the ships 50 or more miles at sea. Again the Aurora Borealis, from the top of the big outdoor organ, will flash its colorful rays into the night sky, adding the last touch of beauty to a brilliant scene spread out over hundreds of acres below.



Symphonies under the stars, presented in the Ford Music Bowl

MUSIC

Musical programs will form an important part in 1936 Exposition entertainment. Every afternoon and evening, either in the Ford Bowl or the Outdoor Organ amphitheater, there will be concerts and other musical programs. These will change from time to time.

During the spring and summer, symphony orchestra concerts will be presented for at least ten weeks, by five of the greatest symphony orchestras on the Pacific coast.

Choruses, visiting singers and other entertainers also will be presented at intervals throughout the Exposition period.

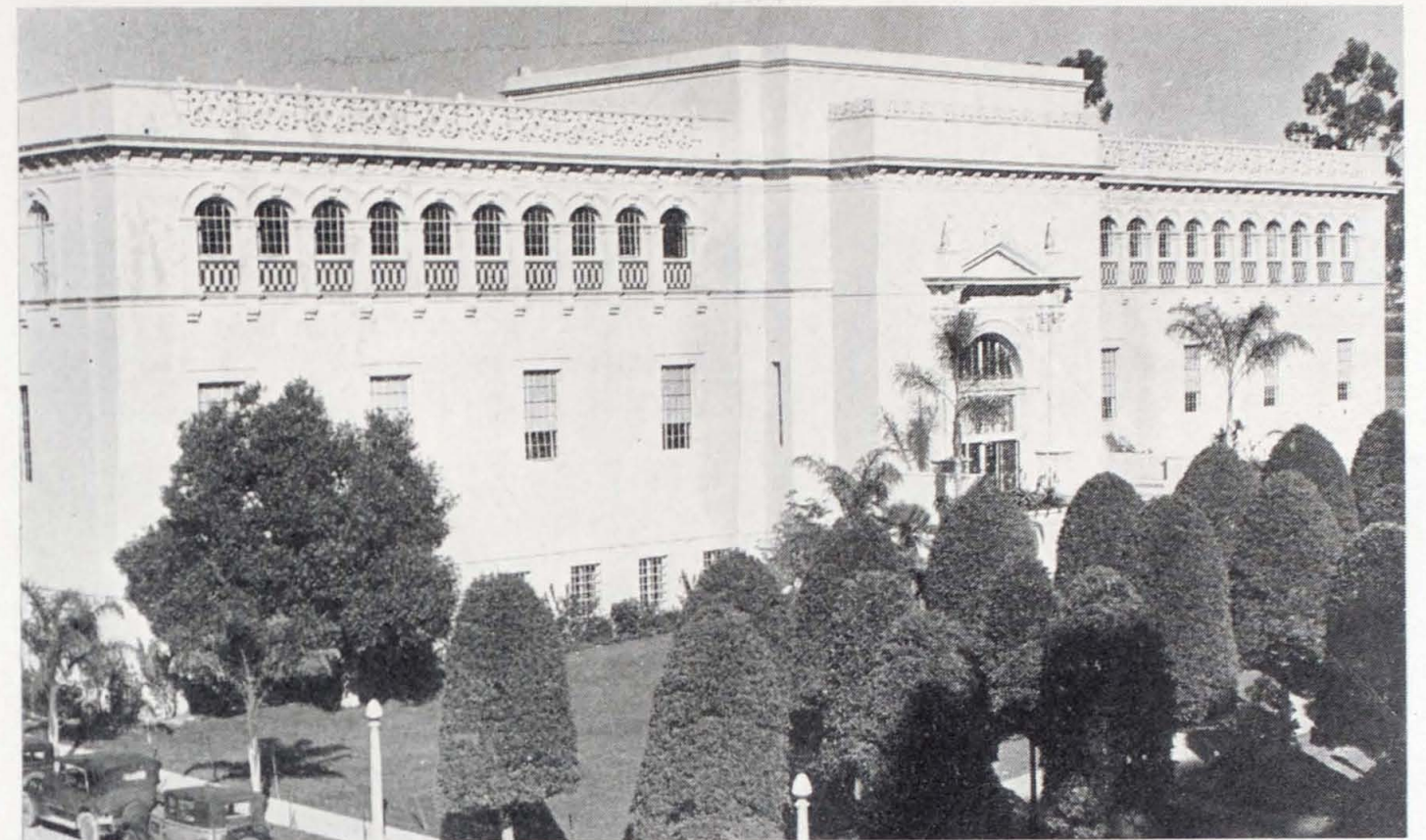


More than seventy thousand individual musicians will appear at the Spreckels Out-door Organ during 1936

The Buildings

BANK OF AMERICA

Just inside the East Gate (main entrance) will be found a building which houses the Exposition Branch of the Bank of America—a complete banking business for exhibitors and visitors.



The Palace of Natural History which also houses the CCC Exhibit

PALACE OF NATURAL HISTORY

The Palace of Natural History, at your right as you enter the East Gate, contains the largest exhibit of its kind in the West. A trip through it is an education in California fauna, plants, birds, birds' eggs, mammals, marine animals, insects, fossils, gems, minerals and shells. The latter exhibit contains enormous Tridacna shells from the Great Barrier Reef, richly hued Cowries, fantastic wing shells, patterned and painted by nature, on down to the exquisite white Olive shells, little larger than a grain of wheat.

Natural settings have been provided for all California animals and this division forms one of the interesting features of the Palace. But perhaps the most interesting exhibit of all is the skeleton of the huge, 40-foot duck-billed dinosaur, more than three million years old. Fossil of a horse of the pre-glacial age, gigantic turtles from southwest deserts, and the 8-foot Porthus fish, forerunner of the modern Tarpon, all may be seen in this interesting display.

Also will be found a rare baby whale and the lower jaw of a giant sperm whale, the latter which often attains a length of 75 feet. The teeth of this specimen are intact and form an interesting study, this being the only whale specimen which has distinct teeth.

In another section of the first floor will be found a hydrographic map of the floor of the Pacific Ocean, constructed to scale and showing the continental shelves of North America and Asia, as well as many of the islands.

An added attraction for the 1936 Exposition in the Palace of Natural History is the tropical fish display, the only live specimens in the building. These fish, contained in 75 tanks, range from the almost microscopic species to the large, multi-colored types which are seldom seen in this part of the world. The Siamese fighting fish, species that carry their young in their mouth, fish that can be drowned, all are shown in these tanks which have been made up to resemble their native haunts.

C. C. C. EXHIBIT

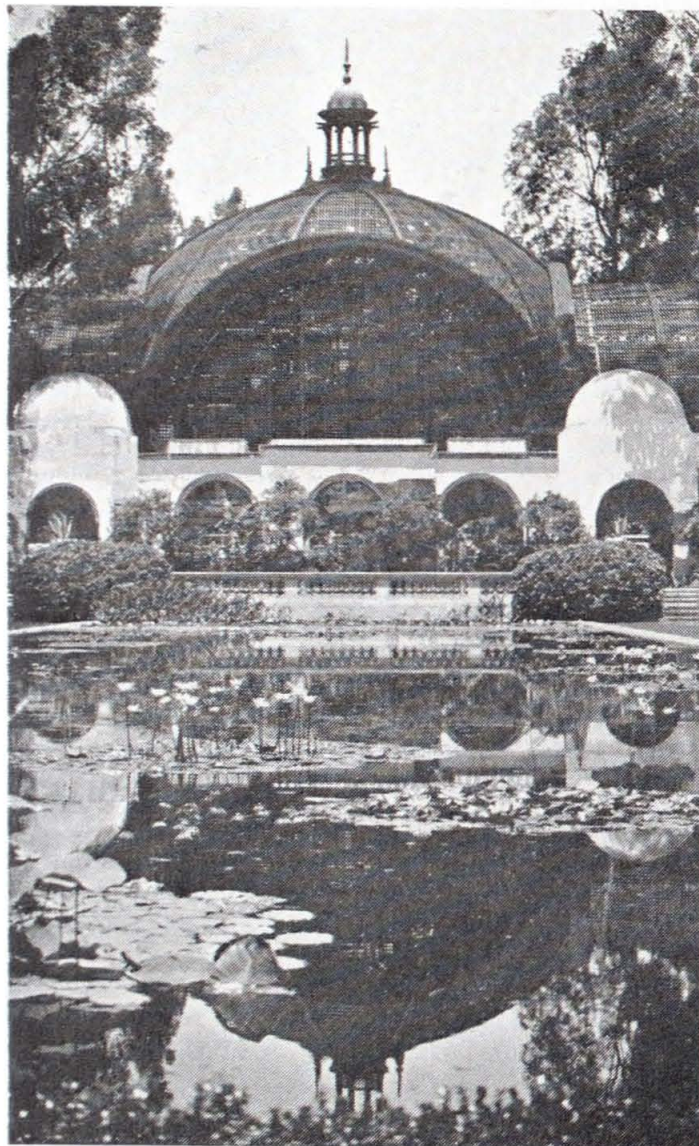
On the ground floor of the Palace of Natural History will be found a graphic exhibit arranged by the Civilian Conservation Corps, representing a panorama of CCC activities. Fighting forest fires, building trails and fire breaks, controlling soil erosion and clearing forest sites for public camp grounds, all are shown in graphic detail. An interesting statue over the entrance to the exhibit expresses the keynote of the display, "Youth Saves the Soil."

FOODS AND BEVERAGES

Everyone is interested in food and drink and one of the largest buildings on the grounds is devoted to exhibits of leading manufacturers of foods and beverages. In the Palace of Foods and Beverages is housed what is believed to be the largest assemblage of its kind ever gathered under one roof.

Machines will be found in some displays, manufacturing and packing various foods and beverage products. In others, kitchens are in operation, showing methods of preparation and in still others, dining rooms have been connected with the kitchens, so the visitor may purchase and eat or drink the foods or beverages which he has just seen prepared.

Hints and suggestions in every branch of cooking and food preparation may be obtained from each booth and everyone, from the smallest children, who enjoy the doll town follies and miniature vegetable shows, to the grownups, can find plenty to interest them for hours.



Beautiful Botanical Garden



Entrance to Palace of Foods and Beverages

THE BOTANICAL BUILDING

Every type of plant that will grow in the sub-tropical climate and soil of California is found in the Botanical building. Here will be found the large kentias, seaforthias, raphis, cocos and other palms, tree ferns, crotons, lilies, begonias, fuchsias, aralias and many choice ferns.

These special plantings have been made to harmonize with the large groves of eucalyptus, acacias, pines, araucarias, palms, bamboos, and plants of sub-tropical climates, which provide a setting of horticultural beauty.

PALACE OF BETTER HOUSING

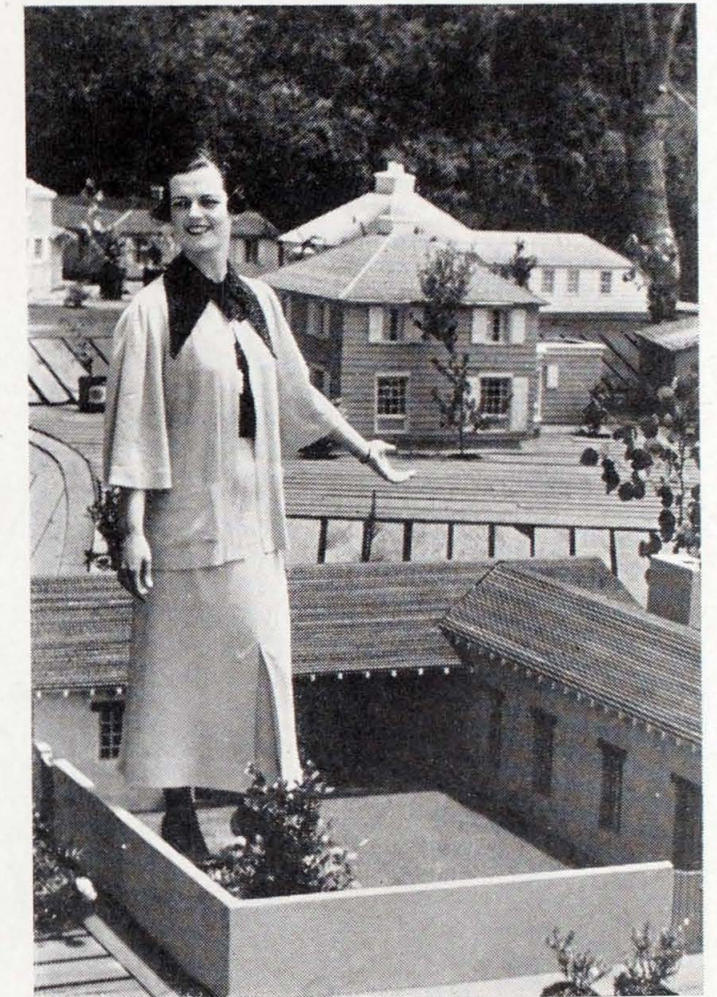
Modernization of old homes, new construction and various phases of renovation are emphasized in the Palace of Better Housing, where the federal government has co-operated with a \$150,000 exhibit. With the government's display as a centerpiece, other exhibits depicting every type of home construction and modernization are included in the large building.

The government's exhibit consists of 12 "talking towers," which were manufactured exclusively for the Exposition and these are placed at intervals over the vast floor space.

The various exhibits include everything to make the home more comfortable and more livable. Furniture, drapery, carpets and rugs, household appliances, in fact everything from the chimney to landscaping aids will be found somewhere in the building.



FHA Better Housing Exhibit



Don't miss Modeltown

MODEL TOWN

Extending the government's interest in better housing still further, three acres adjoining the Palace of Better Housing, are devoted to Modeltown, where miniature replicas of 56 model homes have been constructed on miniature landscaped lots. Accompanying each model will be found a floor plan of the home, complete details as to construction costs, financing and other information necessary for the home builder.

Each of these buildings was designed by an outstanding Southern California architect and each is complete in every detail.

On another plot in Modeltown will be found a graphic illustration of modernization magic. Here a group of old buildings, replicas of those to be found in any city, are shown. At frequent intervals the plots turn over and upon the other side is shown what can be done in the way of modernization. Accompanying charts disclose costs and plans.

This exhibit was viewed by more than two million persons at the 1935 Exposition and marked gains in home building in Southern California have been traced to the interest it created.

THE HOUSE OF HOSPITALITY

From its lovely patio to its luxuriously furnished interiors, the House of Hospitality, facing the Avenida de Palacios and the Plaza del Pacifico, is the welcome center of the Exposition. Here visiting notables are received and entertained and it is headquarters of federations of state societies and women's organizations.

In addition to the auditorium, which seats 600, spacious lounges and roof gardens are pleasant places in which to rest.

The patio of the House of Hospitality is patterned after the famous patio in the Museum in Guadalajara, Mexico, in the center of which is a white Aztec fountain cut from a 1600 pound block of limestone. The sculptured figure of an Indian girl, seated and holding an olla in her lap from which the water falls into the pool below, was executed by Donal Hord of San Diego.

In this building also will be found private banquet rooms and the Casa del Rey Morro Gardens Cafe, which overlooks the beautiful Casa del Rey Morro Gardens.



Cafe of the World (left) and the House of Hospitality

CAFE OF THE WORLD

Dishes typical of the various countries of the world may be ordered in the Cafe of the World, adjoining the Botanical Gardens. The Coffee Shop, in the corner, is open from 7:00 a. m. to 1:00 a. m. The main dining room, which seats 850 guests, represents a Spanish courtyard and from a stage on one side a continuous show goes on. Dancing starts at 1:00 p. m. and continues until after midnight. A cocktail lounge has been installed since the 1935 season and the two oval bars are presided over by 20 "international" bartenders.

PALACE OF FINE ARTS

The Palace of Fine Arts, one of the most beautiful buildings on the Exposition grounds, is a perfect example of the plateresque style of sixteenth century Spanish. It was given to the city of San Diego by Mr. and Mrs. A. S. Bridges, opened for the first time on February 28, 1926, and is managed by the San Diego Fine Arts Society, of which Julius Wangenheim is chairman. Reginald Poland has been director of the Palace since its opening.

The building is located at the north end of Plaza del Pacifico and as you walk toward the massive entrance, the sculptured figures of the great Spanish artists, Velazques, Murillo and Zurbaran look down from their niches over the doorway.

Inside, the vaulted corridors and beautiful exhibit rooms have been entirely changed since the 1935 Exposition, the object being to present a different, more representative and more beautiful show than ever has been assembled, anywhere.

The exhibit for the 1936 season features the most comprehensive and representative displays of significant and particularly attractive American paintings.

The exhibit may be considered in four main divisions, although there are a number of other important sections which should not be overlooked.

The first group is the Italian, which is the basis for all the old masters.

A second is the entire room devoted to Old Spanish, which contains the finest examples of paintings, sculpture and the decorative arts.

In a third will be found the contemporary Mexican arts which, like the Spanish, includes sculpture and the decorative arts.

The fourth contains a vast collection of great old Oriental or Far Eastern arts.

The Italian field contains special works by such far-famed and long known super-artists as Tintoretto, Luini, Carpaccio, Masolini, Bronzino, Caravaggio and Palma Vecchio.

Among the other old masters will be found such renowned names as Rembrandt, Frans Hals and Hobbema in the Dutch group; Rubens, Van Dyck and The Master of Frankfort in the Flemish; Lukas and Cranachi, German; Raeburn in the English section; for the French, Corot, Vigge le Brun, Bouchet and Courbet and in the Spanish group will be found works by Velazquez, Goya, Zurbaran, El Greco, Ribera and Murillo.

The American department dates from the works of George Inness and William M. Chase on to Robert Henri, Abbott H. Thayer and Albert P. Ryder. Then from the canvasses of John H. Twachtman to moderns, such as Morris Kantor, Charles DeMuth, Leon Krall and Grant Wood.

Among the modern Mexican artists, the works of Rivera, Orozco, Charlot and Martinez range down to the lesser known painters and sculptors, print makers and other graphic artists, which include Merida, Lozano, Tamayo, Azala, Hidalgo and Covarrubias, the caricaturist.

The Mexican section, which is one of the largest in the Palace, also includes many fine examples of the decorative arts.

Great attention has been given the Far Eastern section, the work in which dates back more than 1,000 years and carries the visitor down to the comparatively modern Japanese. The room contains many fine specimens of Syrian glass, Byzantine mosaic work and many special fabrics, as well as pottery, statuary, oils and sculpture.

Another interesting feature of the Palace exhibition is the modern French room, dating from Cezanne to the super-realists of 1936, such as Jon Miro and Tanguy, including examples by such important men as Russeau, Modigliani and Derain.

One entire room is devoted to the late Arthur Putnam, noted California sculptor, whose interesting career is depicted in the 105 fine bronzes, mostly of animals, which the Palace owns. One room also will be devoted to fine laces.

During the first month of the Exposition a carefully juried art show will be conducted by the Art Guild. After March 15 the room in which the show is held will be used for a display featur-



*Rembrandt's "Portrait of an Old Lady"—one of the scores of old masters, at the Palace of Fine Arts
ing the finest and most beautiful American Colonial furniture.*

A unique feature of the gallery all during the Exposition is the Childrens' Room, where dolls from many nations are shown, against a background drawn to scale, depicting life in that particular region. Illustrated books and magazines are available for the children, where they may wile many hours away, studying their favorite pictures.

Chairmen of the various committees which have made the 1936 exhibit possible are: American department, Aime B. Titus; Far Eastern, Alice Klauber; Decorative, Louise Darby; Modern French, Mary Garden Volkmann; Mexican, Everett Gee Jackson; Guild, Sherman Trease; Colonial, Mrs. F. E. Marcy; Childrens' Room, Miss Eleanor Parks.

The collection of art treasures owned by the Palace, which has been acquired during the last ten years, is valued at more than \$800,000.

PALACE OF MEDICAL SCIENCE

One of the largest scientific exhibits on the Exposition grounds will be found in the Palace of Medical Science, northwest corner of the Plaza del Pacifico.

Leading medical groups of the country are co-operating with the San Diego Medical Society, the California Medical Association and the American Medical Association, in an effort to depict the last word in medical and surgical advancement.

Graphic exhibits of diphtheria prevention demonstrations, proper methods of infant feeding, care of milk and other foods are presented. Lecturers from the American College of Surgeons give frequent talks on health measures and a safety exhibit has been prepared by the Automobile Club of Southern California.

A large space is occupied by the Chicago Roentgen Club and pathological specimens and X-ray films are exhibited by the Southern California Pathologists Association.

Commercial displays of prominent manufacturers of pharmaceutical products and makers of medical and surgical supplies occupy considerable space, one of which is the General Electric X-Ray Corporation of Chicago.



A corner of the Plaza del Pacifico

PLAZA DEL PACIFICO

The focal point of the entire Exposition is reached at the large quadrangle fronting the Palace of Fine Arts at one end and the outdoor organ amphitheater at the other. In the center, spanning the Avenida de los Palacios, main thoroughfare, is the Arco del Porvenir (Arch of the Future). On each side of this arch is flanked with oblong lagoons edged with green shrubbery and flowers. In the daytime the flowers give it the effect of a Spanish street pageant, while at night the under-water lights create an exquisite mirrored effect. Enormous flower beds to the south, as far as the organ pavilion, not only create a carpet of beauty but perfume the soft evening air, which carries the musical notes from strolling troubadours and street singers. Facing the arch is a fine bronze statue of El Cid, the Conquerer.

THE PALACE OF SCIENCE

Scientific and architectural interest are combined for the visitor who tours the Palace of Science. Here, in a vast structure which forms a hollow square, will be found not only the complete story of man, traced back to the dawn of history, but the buildings themselves are typical of the finest in Mexican and Spanish Colonial architecture, blended in a union of beauty and utility unsurpassed on the continent.

Evolution of the human species is graphically portrayed in the Hall of Anthropology, where statues, casts and skeletal features of the race have been preserved and presented in a carefully worked out chronological order, enabling the visitor to view not only the facial features but the actual surroundings and modes of living of what we now call pre-historic man.

Tools and weapons used by ancient man form one interesting collection and life sized figures show early American Indians engaged in their occupations, making weapons, mining, hunting, making clothing and farming. These groups are in large glass cases and are so arranged in the Palace that the visitor comes upon them at intervals during a leisurely tour. So life-like are they that one almost expects them to move.



Looking West on the Avenida de los Palacios

Central and South American exhibits cover a large area and form one of the most decorative sections of the Palace.

In the Archaeological Hall, many fine examples of Aztec and Mayan monuments, glyphic inscriptions, bas-reliefs and murals from ruins in Yucatan and Guatemala are to be found. Baskets, pottery, textiles and carved gourds also are included, along with strange stone "stelae" from Honduras, bronzes, copper and silver work from the Incas.

Polynesia, the Philippines and the Orient also are represented with large displays, showing examples of handicraft and arts.

The most complete archery collection in the world is to be found in the Joseph Jessop room, where primitive weapons from nearly every nation are displayed.

The interior of a Mexican Mission is reproduced in the famous St. Francis chapel, which adjoins the Palace of Science. The carved wooden altar, overlaid with gold leaf, is flanked on both sides by old Mexican religious paintings. This quaint little chapel has been the setting for many weddings; it is becoming the "Little Church Around the Corner" of the West.



"Streamlined" Shakespeare at the Old Globe Theatre

OLD GLOBE THEATRE

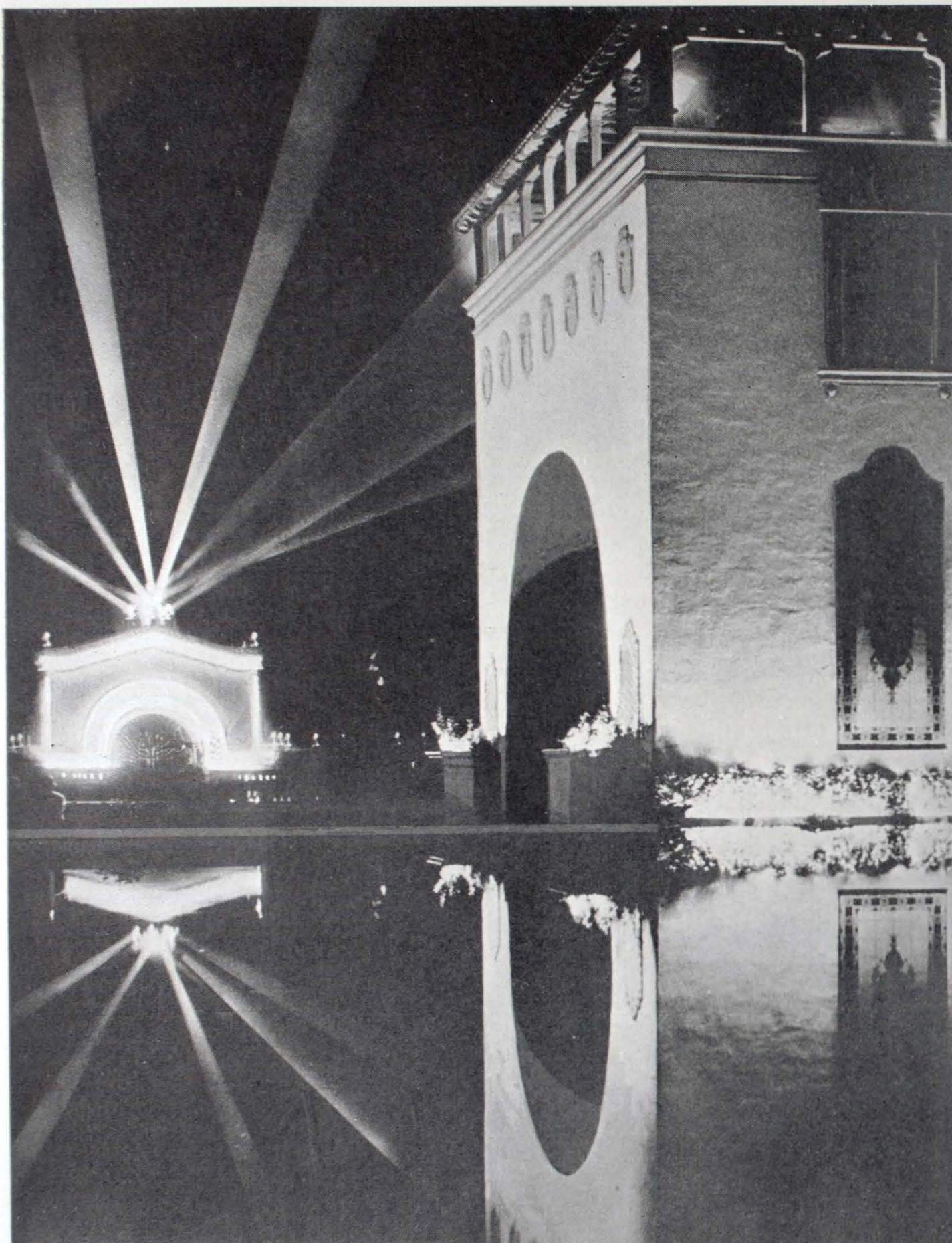
The Globe Theatre Players, under the direction of Thomas Wood Stevens, present "streamlined" or abridged versions of Shakespeare's comedies and tragedies in the Old Globe Theatre, an exact reproduction of Shakespeare's own theatre, originally built in 1599. Over 325,000 persons attended their performances last summer. Over 400,000 viewed them at the Chicago Century of Progress in 1934. They are an outstanding hit, and have been acclaimed from coast to coast.

The Globe Theatre is located at the eastern end of Cabrillo Bridge in a grove of eucalyptus trees back of the old California Tower. It may also be reached from the Plaza del Pacifico by passing to the left of the Palace of Fine Arts.

The plays are performed as their author gave them without intermissions in the lively Elizabethan manner with a celerity of action rivaling the modern cinema.

The varied repertory, enriched by Elizabethan music, includes: "The Taming of the Shrew," "The Comedy of Errors," "Twelfth Night," "A Midsummer Night's Dream," "As You Like It," "All's Well That Ends Well," "Much Ado About Nothing," "Julius Caesar," "Macbeth," "Hamlet" and other plays in preparation. At the outset of the season, the usual week-day schedule of performances will be 2:00; 3:30; 5:00 and 8:00. More performances will be given on Saturday and Sunday.

Free English folk dances precede each performance on the village green. Adjoining the theatre is the Old Curiosity Shop, immortalized by Charles Dickens, and the Falstaff Tavern specializing in the best English cookery.



The Arch of the Future and the Aurora Borealis

OUTDOOR ORGAN

The largest pipe organ ever built is located in a beautiful amphitheater at the south end of Plaza del Pacifico. It contains cathedral chimes, concert harp, drums and cymbals, features impossible to incorporate even in the largest auditorium instruments.

CHRISTIAN SCIENCE MONITOR BUILDING

An elaborate historical display, featuring the new publishing house of the Christian Science Publishing Society, is contained in The Monitor building. International good will is stressed as one of the features. It also contains reading rooms.



The Avenue of Flags at the House of Pacific Relations

HOUSE OF PACIFIC RELATIONS

Flags of 33 nations of the world fly from the House of Pacific Relations, a colorful cluster of hacienda-type cottages nestled in a foliage-rimmed area north of the Plaza de America.

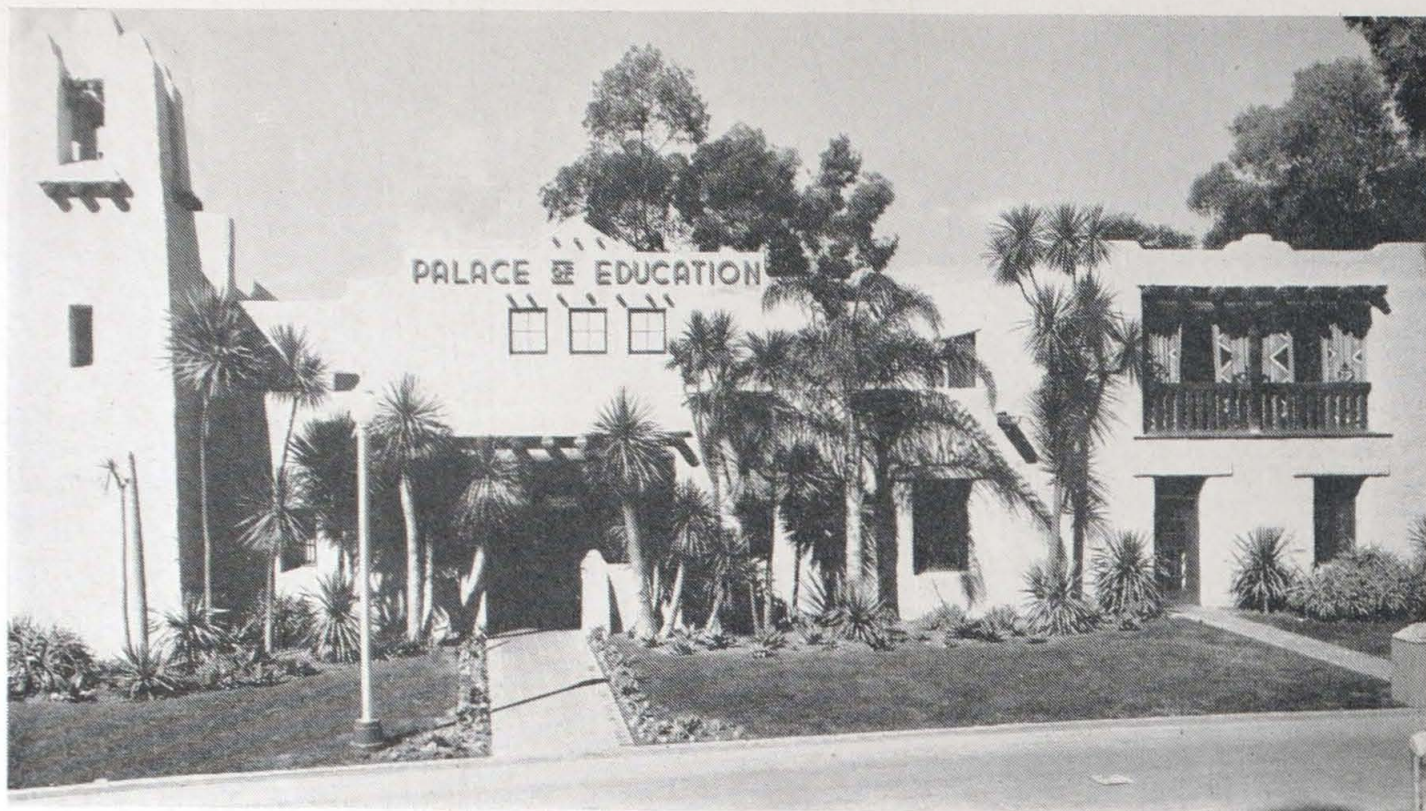
Floral patios, winding walks, rock gardens and pools make it one of the most attractive sites in America's Exposition grounds. Its welcome atmosphere is symbolic of the spirit to which the section is dedicated—international peace and amity.

Representatives of each of the 33 nations greet their countrymen there and visiting consular officials make the House of Pacific Relations their headquarters while in San Diego for the Exposition.

It is the aim of the Exposition to make a contribution not only to San Diego, California, and the Nation, but to the world and the cause of International Peace.

To foreign nations these bungalow headquarters have been contributed by the Exposition. The British Empire, China, Czechoslovakia, Denmark, Italy, Portugal, Irish Free State, Sweden, Norway, Yugoslavia, Germany, Mexico, Japan, and a group of Latin-American nations, including Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Ecuador, El Salvador, Guatemala, Haiti, Honduras, Nicaragua, Panama, Paraguay, Peru, Uruguay, and Venezuela are comfortably established in these homes.

During the period of the Exposition, each of the participating nations provides a two-day program characteristic of its people. Nationwide broadcasts of the programs, principally musical, are released on the national networks.



PALACE OF EDUCATION

A panorama of the California educational system is spread before the visitor in the Palace of Education. In addition to taking the visitor from kindergarten through college, the importance of home life and its co-operation with the child in school is stressed in this vast building.

A huge symbolic fountain created for the Exposition by Frederick W. Schweigardt, famous sculptor, behind which is a mural depicting man's progress in art, industry and social life, is in the lobby of the building and branching out from this will be found the various displays. In addition to graphic portrayals of school work, the 1936 season will see interesting displays from various educational institutions, all correlated with the main theme, with a view to making the picture complete.

Aside from general education, special emphasis is placed upon the following fields: social science, home making, business education, industrial education, science, art, navigation, journalism, library and materials of instruction, education for the blind, state colleges, Indian education, agriculture, education of the deaf, vocational rehabilitation, civilian conservation corps, special education, adult education, hobby display, visual education, physical education, society, school house planning and elementary education. The University of California and the California State Historical Association also will sponsor exhibits.

Special attention is being given the Hobby display this year, a contest in the 152 schools of San Diego county having been used as a medium through which to obtain the many interesting exhibits explaining how the pupils are using their leisure time.

TEMPLE OF MYSTERY

Prestidigitation (magic to you!) to the 'nth degree is shown in Felix Bley's Temple of Mystery. For 20 years he's been presenting magic and illusion shows. This is one of his greatest. Francisco, master magician, heads the bill. Here are mysteries and illusions never seen in America before. Five shows are presented daily. Each show is 45 minutes in length. A thrill for young and old.

CALIFORNIA STATE BUILDING

A panorama of California's vast resources is found in the State Building. From the colorful murals over the main entrance, which depict the history of the state, to the last exhibit, the agricultural, mineral, scenic and climatic wonders of California are unfolded in orderly array.

Concealed lights bathe the exterior of the building in a symphony of color at night.

The first thing that strikes the eye of the visitor upon entering the building is a huge map of California, upon each side of which will be found the historic murals. To the right is a map showing replicas of California homes, while a relief map depicts the state's water resources.



The entrance to the California State Building

Throughout the building will be found huge exhibits from the various state departments, depicting Public Works, Highways, Architecture, Water Resources, San Francisco-Oakland Bay Bridge, Natural Resources, Fish and Game, Forestry, Mines, Parks, Oil and Gas, Agriculture, Motor Vehicles, California Highway Patrol, Finance, Indian Museum, Bureau of Printing, Criminal Identification and Investigation, Adjutant General and Athletic Commission.

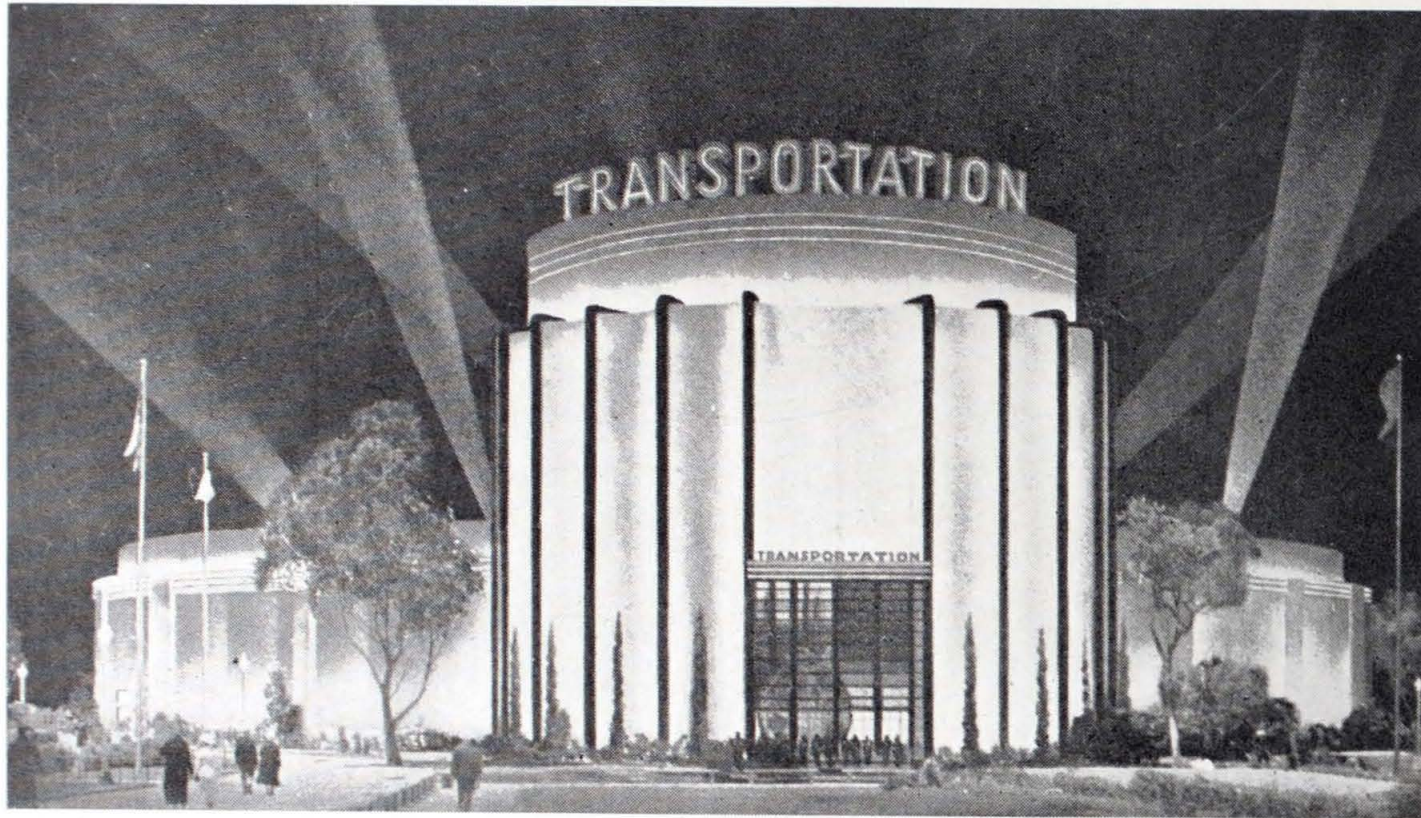
Exhibits of many counties occupy other sections of the building, each emphasizing the resources and attractions which make it particularly desirable as a place in which to live.

West of the building is an exhibit of game birds and fish.

PALACE OF TRANSPORTATION

Standing as a sentinel at the south end of the Plaza de America, the Palace of Transportation, built last year by Henry Ford, is the sole example of modern industrial architecture on the Exposition grounds. This permanent structure of steel and concrete this year houses the historic March of Transportation, one of the largest exhibits of its kind ever assembled.

With a large collection of relics sent from the Dearborn Museum by Henry Ford as the background, the exhibit traces the history of transportation in the United States from the days of the primitive ox-cart to the gigantic planes now flying the Pacific Ocean on regular schedule. Extending all the way around the huge circular building, the visitor finds a graphic history of man's progress in travel spread before him. Developments in highway travel, railway transportation, air traffic and navigation, steamships and other modes of moving from place to place all are depicted by the nation's leading companies.



Artist's Drawing of the Palace of Transportation

Of particular interest in the railway division is the Santa Fe replica of its entire system from Chicago to the coast, with miniature trains operating on schedule on a background representing the scenic wonders of the West.

The "C. P. Huntington," an ancient locomotive brought around the Horn in 1864, is the center of the Southern Pacific exhibit. Around it is grouped modern equipment, showing the vast increase in rail travel comfort and speed.

Adjoining the Palace of Transportation will be found Roads of the Pacific, an area devoted to replicas of every type of roadway in nations bordering the Pacific ocean. Here the pony express trails, used in the early days of American history, the crude highways of the Orient and, lastly, the broad, smooth thoroughfares in modern United States are available for those who care to ride over them in modern automobiles. More than 500,000 persons availed themselves of this opportunity last season.

PRESS BUILDING

Representatives of America's leading magazines, wire services and newspapers are housed in the Press Building just southwest of the Organ Amphitheater. Telegraph and telephone wires are kept humming as busy writers describe Exposition occurrences.

FORD MUSIC BOWL

At least five famous symphony orchestras and numerous other large musical organizations will be presented in the Ford Bowl during the 1936 Exposition. Each of the five symphony orchestras will play engagements of at least two weeks each, with daily concerts.

The amphitheater seats more than 3,000 persons and last year was one of the great attractions of the Exposition. Exact dates for the appearance of the various orchestras and other organizations will be announced well in advance of their arrival. The concerts last year were broadcast several times weekly by the Columbia Broadcasting System.



Entrance to the Palace of Electricity

PALACE OF ELECTRICITY

One of the most interesting buildings in the entire Exposition, to the average visitor, is the Palace of Electricity, near the Palace of Transportation in the Palisades Area.

Every type of electrical home appliance will be shown in one division, while other sections will exhibit scientific phases of electrical development, depicting the many uses to which everyday current can be placed.

New inventions, new discoveries and unique apparatus will be seen in many exhibits, illustrating the flexibility of electricity as a source of power.

GENERAL EXHIBITS BUILDING

In the General Exhibits Building will be unfolded a history of man's progress in industry on the west coast. The building is exactly what its name implies, a structure of varied industries, showing the increasing interest in manufacturing and shipping throughout California.

THE FRONT PAGE

"Yesterday's Newspaper Today" will be presented on the Fun Zone in one of the unique and educational hits of the Exposition known as the FRONT PAGE. Here one may see pictorially such outstanding news episodes as Dillinger's capture, the San Jose lynching, the capture of Bruno Hauptmann, the sinking of the naval destroyers off Pt. Honda and many other FRONT PAGE news sensations of the past quarter century. This is a show that all should see, particularly the students and youngsters, as it shows TRUE NEWS EVENTS pictured as our leading newspapers describe them.

THE FEDERAL BUILDING

Outstanding in its architectural design, the Federal building on the Plaza de America, is Aztec in motif and was suggested by the ruins of the Palace of the Governor in Uxmal, Yucatan. The doorway is a reproduction of the entrance to the Palace.

The Federal building houses the extensive exhibits of the United States government. Here the visitor is taken on a compact and comprehensive tour of the various departments, such as the mint, the postoffice department, the bureau of printing and engraving and many branches, such as the army, the navy and the coast guard.

Exhibits in each division give a general picture of the vastness and many ramifications of governmental operation, ranging from the interest in soil erosion to an accurate check on the changing population of the nation.

Various government projects, through which it is hoped to develop to a greater extent the country's resources, and at the same time preserve them for the future, are shown in graphic detail.

Do not hurry through the Federal building. It is one of the outstanding structures of the Exposition.



Entrance to the Federal Building



Standard Oil Natural Parks Tower

STANDARD OIL NATURAL PARK TOWER

Visible from almost every point within the Exposition area, the Standard Oil Natural Park Tower stands 108 feet high, at the north end of the Plaza de America. It is of Mayan architecture, its lines blended with the Spanish Colonial buildings of earlier construction, and is dedicated to the National Parks System.

More than 1,500,000 persons viewed the exhibit during the 1935 season. The exhibit, while along the same general theme for the 1936 season, has been greatly enlarged and improved. Through the medium of an "illuvision show" the visitor is taken on a tour of the leading national parks of the west. Colorful replicas of national park scenes, with real people in them, dissolve into view and then fade away as other scenes take their places.

So striking was the exhibit last year that national parks officials reported a great increase in travel, directly attributable to the Standard Oil exhibit at the Exposition.

LATTER DAY SAINTS BUILDING

Members of the Church of Latter Day Saints will be able to stop in and visit their own headquarters building on the Exposition grounds. It is located near the House of Pacific Relations. An interesting pictorial display shows the history of Utah and the Latter Day Saints ideals are expressed in bas-relief plaque.

SHELL INFORMATION

Complete information about the Exposition, buildings and grounds, may be obtained at the Shell building on the grounds across from the Spanish Village. Unique in architecture this structure is a replica of a large shell, being nearly 60 feet high.

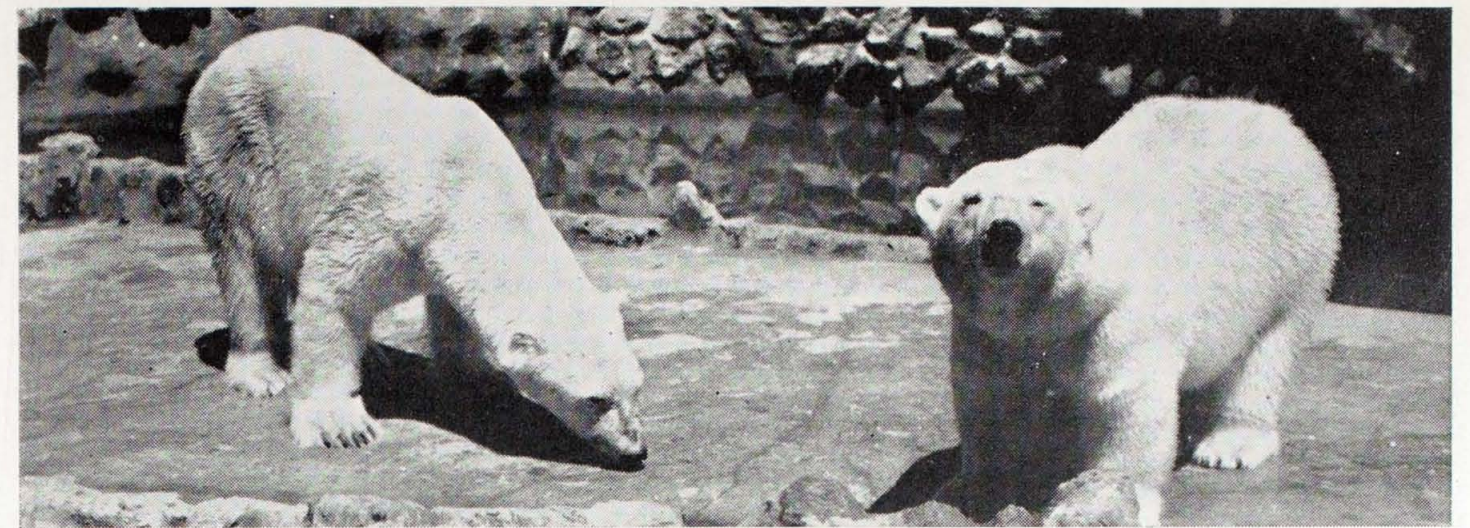
This building contains offices and lounges and the largest electrically animated highway map in the world. A complete staff of experts is on hand to supply all phases of Exposition and travel information. Highway maps for every state in the Union are available and itineraries are outlined for those who wish to visit scenic attractions and other cities in the West on their return from San Diego. No charge is made for any of these services.



Shell Information Service Headquarters

FUN IN THE FUN HOUSE

Exposition visitors seek FUN for their money and at the FUN HOUSE (on the Fun Zone). They will find more fun for less money than they have ever enjoyed. There is only one charge to the FUN HOUSE and you may stay as long as you wish and enjoy these SIX FUN ATTRACTIONS, A Human Roulette Wheel, Over the Waves, Barrell Roll, Trick Stage, Alpine Slide and the MAZE, all at one price. Don't miss your FUN in the FUN HOUSE.



Polar Bears—Just a sample of what you see at San Diego Zoo

THE ZOOLOGICAL GARDENS

Your trip to the Exposition will not be complete if you fail to visit the Zoo, largest in area in the United States.

Some of the special things you must see: Trained seals and other animals in the new arena near the entrance, every afternoon. Giant tortoise, 450 years old. Dignified Penguins in their aprons of white. The only mountain Gorillas, Mbongo and Ingagi, in captivity, captured in the upland country of the Belgian Congo by the Martin Johnsons. Rare, fur-bearing sea mammals, Man-of-war birds, Tree egrets, Andean condors, Nubian ostriches, African water buck, American pronghorn antelope and Siberian brown bear.

The easiest way to see the Zoo is to visit the cages in the order given: Reptile House, Seal Lagoon (the only place in the United States where rare elephant seals can be seen). West of the Seal Lagoon are the 33 monkey cages. North of these are the Parrot Cages, the Turtles and Tortoises. Then the burrowing cages where the prairie dogs live. To the east are 18 cages of local birds and the Eagles Cage, all the vultures and birds of prey. Then the highest aviary in the world, real trees growing in it, and spoon-billed herons, red-legged flamingos and dancing cranes. Next is the stork pen, where you catch that bald-headed bird at home. Nearby are the Cassowary and Emu Group, the Goose Pond Specimens, Wild Duck Pond. North of the bird quarters is the lake of the sea lion, then the pelican pond.

Open grottoes for the great cats with only an invisible moat to keep them confined and no bars to spoil your vision leads you up to the mesa where the elephants, camels and other large mammals are exhibited.

In the extreme northern section of the garden is the deer and antelope exhibit. All of the hoofed animals are there on display in a double series of large pens and pastures. Mountain sheep and goats are given the chance to climb on artificial mountains and kangaroo and zebras add variety and repay a long walk.

GOLF

Two miles from the business district, in the southeast corner of 1,400 acre Balboa Park, will be found a fine municipal golf course. An 18-hole championship layout, as well as a short 9-hole course, are available to visitors.

La Mesa, Emerald Hills and Coronado Country Clubs are open to players and all are completely turfed with grass greens. La Mesa and Emerald Hills may be reached by a short drive through the eastern business section of the city and Coronado is across the bay and can be reached by ferry.

San Diego and La Jolla Country Clubs are open to members and guests. The San Diego course is on the main highway toward the Mexican border and La Jolla is 16 miles north of the city. A pitch and putt course, all grassed, will be found in Presidio Hills, in Old Town, where San Diego was founded.



Oriental beauty abounds at the Japanese Tea Garden

JAPANESE TEA GARDEN

Tucked away in a setting of Oriental beauty, the Japanese Tea Garden is one of the landmarks of Balboa Park. Around it much of the Exposition has been built, but in the changing process of creating a world's fair, this slice of the Orient remains unchanged.

Tea and rice cakes are served by quaintly garbed, pretty Japanese girls, exactly as they are served in Japan. A wide variety of Japanese food, which Americans like, is included on the bill of fare, as well as Japanese "fortune cakes." American dishes also are featured.

The entrance to the Japanese Tea Garden is back of the Botanical Building or can be reached through the Enchanted Land. The quaintly roofed building can be seen through the trees,

while around it are dwarfed gardens and foliage typical of Japan. A stroll through the gardens, a table in the outdoor dining room and the visitor can forget for a time the crowds on the nearby Amusement Zone and in the vast exhibit Palaces. Despite the Exposition, life isn't hurried in the Japanese Tea Garden.



The Crack Thirtieth U. S. Infantry Band on parade

U. S. ARMY

A picked provisional company from the 30th Infantry, stationed at the Presidio in San Francisco, will be on duty after April, to take part in military ceremonies and daily "retreat", the most colorful feature of the 1935 Exposition. Until April, a picked detachment of 20 men will be on duty, representing the Army.



Snappy band from the U. S. Naval Training Station

U. S. NAVY

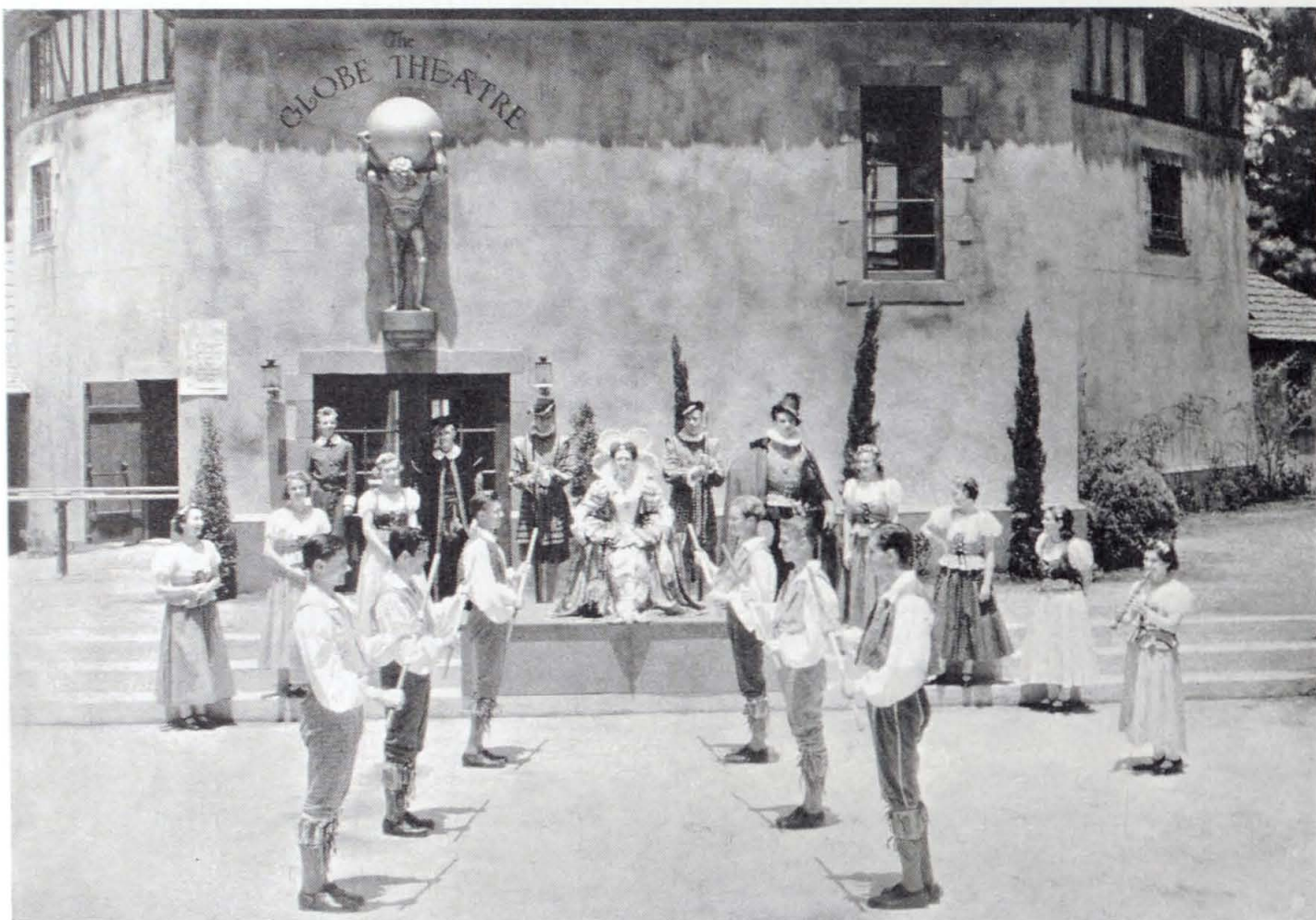
With 130 warships and auxiliaries and 55,000 officers and men based in San Diego Bay, frequent visits by the entire fleet furnish a colorful spectacle, particularly for inland visitors. Mass flights by navy planes, based on North Island, are frequent demonstrations of the navy's air strength, during the year.

SPANISH VILLAGE

One of the most colorful spots on the Exposition grounds is the Spanish Village, with its architecture that recalls villages of old Spain. Winding, cobbled streets, leading to beautiful patios resound to the click of the castinets and the soft strumming of guitars, give the area an atmosphere all its own.

In the center of the Village is a wide picturesque plaza, while the Casa de Cuba, restaurant and cocktail lounge, offers an inviting place to relax and dine.

Shops typical of Spain and Mexico abound throughout the area where souvenirs and articles of utility and artistic merit may be purchased.



EXTERIOR OF GLOBE THEATRE

Where free folk dancing is presented on the village green.

ENCHANTED LAND

Enchanted land is another new feature for the 1936 season. It is the childrens' paradise and is located near the entrance of the Amusement Zone. Here the juvenile visitor will find miniature railway, concession rides and other amusement features designed especially for them. The railway with its gaily painted cars depicting Mickey Mouse and other favorites of the kiddies, will run through a tunnel in a miniature mountain and on the enchanted ride the visitors will see spouting volcanoes, candy land and in grottoes will be seen animated figures from Mother Goose lore, including Jack and the Beanstalk, Jack Spratt and his Wife, Little Red Riding Hood, Jack the Giant Killer, the Old Woman Who Lived in a Shoe, Hansel and Gretel, and others.

At the entrance of Enchanted Land stand two large animated clown figures, who will bid the young visitors welcome. The kiddies will delight in riding over and over again on the Miniature Railway through Enchanted Land.

ZORO GARDENS

The Home of the Nudist Colony



Ruth Cubitt, Queen of the Nudists

Near the east gate of the Exposition are the Zoro Gardens, of nudist colony fame. Here in a rarely beautiful natural setting is a sunken garden, a pool, massive boulders, exquisite landscape gardening and above all the sheltering eucalyptus trees. Here the members of the colony live under the open sky, cook and have their being, and through their example encourage other persons to appreciate the joys and values of sunshine and natural living out-of-doors.

"We have learned through experience to appreciate the life-giving qualities of the sun's rays and we have been benefitted by the sunshine even as the trees, flowers and crops," said Ruth Cubitt, queen of the Nudists. "That is why our pageants depict the time-honored worship of the sun god Zoro."

"The girls and young men live their outdoor life freely and openly within sight of visitors for whom special paths and tiers of raised seats have been provided. But despite their glowing health, many find that a lot of vigorous handsprings are needed these days to keep warm. Ruth is a beautiful American girl whose beauty, charm and rare good fellowship has captivated her fellow nudists at Zoro gardens. She was born in Grand Rapids, educated in Chicago and is five feet four and one-half inches high. She is an artist at heart.



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TAP ROOM IN CONNECTION
Home of Famous **DUTCH BAND**
Your Portrait Drawn by **GENE**

THE FUN ZONE

A new type fun zone has been created for the 1936 California Pacific International Exposition. Instead of the usual narrow street with jostling crowds, concession buildings are grouped around a 120-foot central plaza with green lawns and flowering gardens. Beauty has been introduced, too, in the architectural design of the buildings. The old-time "hurdy-gurdy" atmosphere is gone. Each show is separated from adjoining shows, but structures have been planned for harmony.

Housed in concrete pedestals, eight giant sun arcs cast beams of light skyward, creating a fairyland of illumination when merging with bright lights of show buildings.

"HOLLYWOOD SECRETS"

Inside tricks of making talkies is the theme of Fanchon & Marco's "Hollywood Secrets." Such movie wizardries as "dubbing" of sound on silent film, "playbacks" of sound scenes just filmed, and many other strange quirks of film producing are demonstrated.

FANCHON & MARCO "DANSE FOLLIES"

Lovely girls representing nations of the world are seen in this extravaganza of pulchritude, terpsichore and melody, which has a startling illusion sequence for climax. Fanchon & Marco have surpassed all past records in staging this scintillating presentation.

BIG TOP CIRCUS

Singer's Midgets, world-famed Lilliputian troupe, is starred in this Fanchon & Marco show. A mite-y jazz band playing big-time tunes, petite perch-sitters, minute-sized acrobats, elephants, dancing ducks and other skilled performers take part. It's the strangest circus ever.

"STRANGE AS IT SEEMS"

Oddities from all the world are seen in this world premiere of the "Strange As It Seems" side show and museum. There are, however, no shocking monstrosities or objectionable exhibits. Based on the newspaper cartoons of John Hix, the exhibits are also featured in Hix's radio broadcasts and motion pictures, but are seen here for the first time anywhere.

THE DEATH RAY (in the General Exhibits Building)

Its origin veiled in mystery, and its construction an insoluble puzzle to all but the man who invented and built it, the fantastic Death Ray makes its world premiere bow at the 1936 California Pacific International Exposition.

Presented by Professor May, creator of scientific and mechanical wonders, who also created Alpha the Robot, this strange lethal device has aroused the curiosity of military experts. Different parts for the six-ton "gun" were built in five different cities, brought to San Diego and assembled here by Professor May personally. He alone knows the full secret of its construction, and he guards that secret jealously.

Mounted on a four-wheeled carriage, this "gun" can travel 30 miles per hour on rubber-tired wheels. It is 14 feet long and 11 feet high when assembled, and to the novice it appears to be nothing more than an intriguing assemblage of chromium metal gadgets and giant coils.

But its death dealing powers have already become so widely known that secret agents of several foreign nations have tried to buy the secret of the Death Ray from Professor May, or to hire him to supervise their ordinance factories.

Operators of the Death Ray are necessarily clothed in specially-built suits resembling deep-sea divers' equipment. An impenetrable substance was invented by Professor May for these suits. To foil any possible plots, he has both the Death Ray and the suits under heavy armed guard at all times.

Spectators at the Death Ray exhibit will see metal melted before their eyes and balloons burned in mid-air. The giant "gun" uses 4,500,000 volts of electric power. Its potential death-dealing powers are so great that it has never been fully extended, and will not until Professor May has fully solved the secret of harnessing that power.

"DAYS OF '49 STOCKADE"

Color and romance of California gold rush days are re-created here. A museum with historic relics of the frontier recalls the era of the pony express and the covered wagon. There is also a huge dining hall and dance floor where floor shows and other entertainment typical of the days of '49 is a regular feature.

NAVY PARTICIPATION

All types of naval craft are based at San Diego and seldom will visitors find a day when they will not be able to see cruisers, destroyers, battleships, airplane carriers, submarines and other types of vessels at anchor in the Bay or steaming off the coast.

A variety of demonstrations are held during the year by these naval vessels and each summer one or more mass flights of nearly 500 naval planes are held, starting from North Island, the naval air base and spreading over the city and beyond.

Visitors are admitted to North Island, the Naval Training Station and the Marine Base at prescribed hours.

THINGS YOU CAN DO IN SAN DIEGO

An even climate and natural facilities make San Diego the "sportsman's paradise." Few cities in the country can boast of such a wide variety of activities, which include swimming, sailing, golfing, horseback riding, fishing or attending sports functions. Almost every form of sport is carried on.

SAILING

San Diego Bay, Mission Bay and the ocean just off Point Loma are dotted the year around with small sailing and motor craft. Under the auspices of the four yacht clubs, the San Diego, Coronado, Southwestern and Mission Bay, year around schedules of racing are maintained. At Mission and Glorietta Bays, small sail boats, as well as canoes and row boats are for hire.

A Pacific Coast Star Yacht Regatta is scheduled off San Diego for July 26, 27 and 28, under auspices of the Exposition. The regatta is scheduled just before the national regatta at Newport Bay on August 1, 2 and 3 and about 35 boats are to compete from all parts of the coast, from as far north as Seattle.



The interior of the Cafe of the World

CAFE OF THE WORLD

Presenting one of the most charming and distinguished dining and supper clubs on the North American continent, the new and different Cafe of the World for 1936 lies in unsurpassed beauty on the eastern esplanade of the upper reflection pool in the exotic Plaza del Pacifico, diagonally opposite the Arco del Porvenir and confronting the magnificent Avenida del Palacios.

Here the cosmopolitan clientele of many nations dine in unforgettable Sunset salon, dance to the haunting melodies of the Lucky Gypsy and his famed Cafe of the World orchestra, mingle in gay camaraderie in the novel tap-rooms that have become the social cross-roads of the West, or enjoy an aperitif in the distinctive cocktail lounge, which is finished in the richly romantic motif of the Southwest. The appealing atmosphere of the Old World amid modernistic appointments and the glamorous setting of early California enchants every guest. Amid the splendor of the Sunset salon, the Lucky Gypsy, wearing his strange ancestral head-dress of good-luck in the Romany traditions, plays vibrant, throbbing music on his violin while celebrated entertainers of the nation aided by lovely Fanchon and Marco dancers, Beatrice Hagen, noted coloratura soprano, and Al Morgan, the singing sensation of the West, make your visits to the Cafe of the World the golden memories of your life.

The cafe's imported wines, liquors and malt beverages, procured from the world's select stocks, combined with the finest domestic brands, will delight the most discriminating taste. Pleasing prices. Dinner de luxe served with no minimum or cover charge. Mr. Julius Rosenfield is maitre d'cafe. Mr. John H. Gage, noted restaurateur, is general manager. Mr. J. S. Madill is president and executive of the Cafe of the World.

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WORLD OF ROMANCE AND BEAUTY

There is nothing of the tinsel about the California Pacific International Exposition grounds. Unlike so many similar events elsewhere, with their crushed rock walks and thoroughfares, Balboa Park appears to have been here for generations, waiting for you to come and enjoy it. And it has. With a background of history that began in 1542, when Cabrillo sailed his high-sterned galleons into San Diego Bay, the broad, sweeping mesa that now is Balboa Park has been in a state of development for nearly 30 years and the picture of tropical splendor is the result of careful and studied planning.

Everywhere there are flowers, giant Eucalyptus and palm trees, beautifully landscaped gardens, lawns, splashing illuminated fountains, quiet, shady walks and nooks that enable one to get away from the crowds and spend a quiet hour in a setting of rare beauty and charm.

Back to the center of the Exposition grounds, one finds none of the garish, dazzling "newness" that characterizes so many fairs. Grouped around the Plaza del Pacifico, the visitor finds a group of Palaces, the finest examples of Spanish Colonial architecture in the United States. These structures, in a setting of tropical shrubbery, were built for the 1915 Exposition and 20 years of age has given them an appearance of having been here always.

The new buildings have been built to harmonize in line and coloring and the old and new have been blended into a harmonizing effect of permanence that brought nation-wide praise from the 5,000,000 persons who visited the Exposition during its 1935 season.

It is all so much more than a fair. It is a moving picture, a pageant of progress and beauty, typifying the real West and its amazing growth from a rough, sparsely inhabited country four centuries ago to the enchanting land of today—the land of airplanes, speed and progress. It is a romantic land, a country that thrills and lulls you with its soft, balmy breezes, its flower scented air and its scenery that cannot be paralleled anywhere in the world.

When you buy a ticket, you leave the rest of the world behind and enter an enchanted land of exotic beauty. You will remember it always.

RAMONA'S MARRIAGE PLACE

Visit Ramona's Marriage Place with its thick adobe walls, heavy mission timbers, hide-bound rafters and beautifully flowered courtyard. Here you see California as it was a hundred years ago, hear the interesting stories of the Missions and see the oldest collection of Indian Mission pictures in the world, besides other interesting features. Ramona's Marriage Place is reached by Grey Line Bus, City Bus No. A or less than ten minutes in your own car.

TELEPHONES

Pay telephones are in all principal buildings for outgoing calls. To call an exhibitor, first ask the San Diego information operator for a direct line. If none is listed, call Franklin 7731.

DON'T BE MISLED!! PLENTY OF HOTEL ROOMS!!

San Diego has and will have ample hotel facilities at REASONABLE RATES. The following San Diego Hotels pledge you FAIR ECONOMICAL RATES and assure you that they can accommodate you with FIRST CLASS ROOMS and SERVICE at all times.

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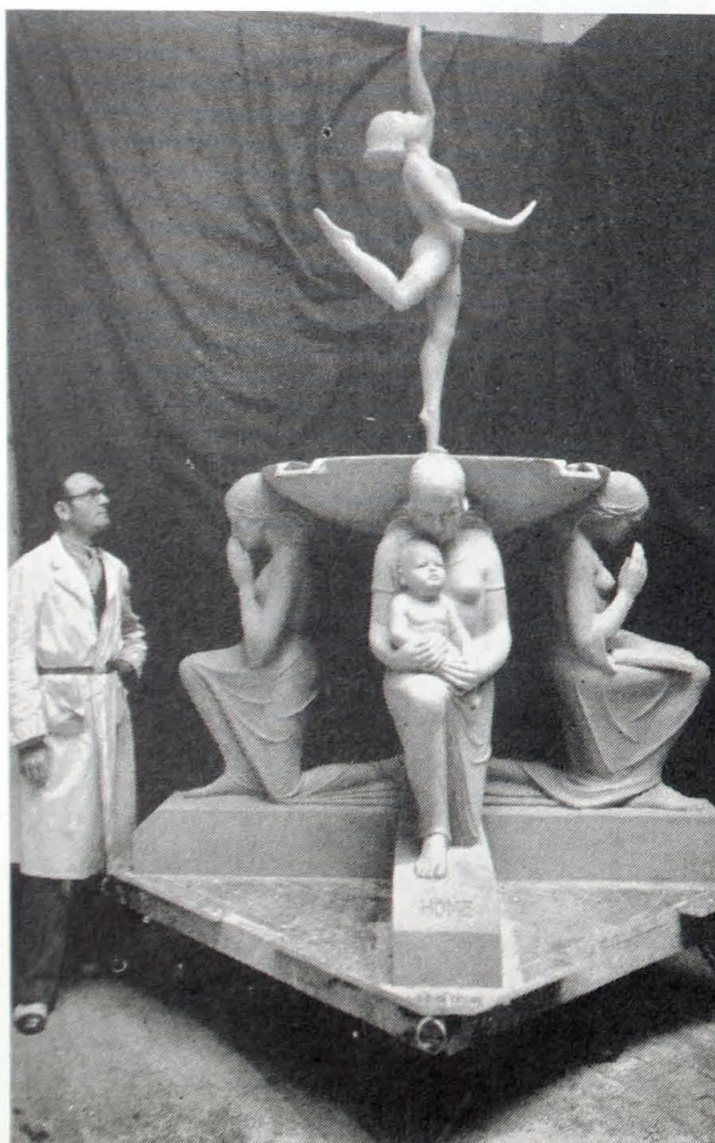


VISIT Ramona's Marriage Place

The Most Beautiful and Romantic Spot
in California

OLD TOWN SAN DIEGO
"Where California Began"

The Schweigardt fountain, Palace of Education



BE SURE TO MAIL
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TO YOUR FRIENDS
"BACK HOME"

(See Back Cover Page)

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MEXICO, OUR SOUTHERN NEIGHBOR

One of the places you will want to visit is Tijuana, just over the Mexican border, less than 20 miles from the Exposition grounds. This colorful village, with its quaint street stands, drinking emporiums, curio shops and other picturesque places presents a pleasant contrast to every day sights. The sleepy land of "mañana"—or tomorrow—is sprawled out under a semi-tropical sun, with Tijuana the focal point of the valley, which gradually rises to rugged mountain ranges to the south.

No passports are required to visit the Tijuana area and visitors are allowed to bring back \$100 worth of merchandise free of duty. Since the goods are imported from all over the world, duty free, many travelers avail themselves of the opportunity.

SWIMMING

One need travel but a few miles from the business district to find every form of water sports. For those who prefer quiet waters to the rolling breakers of the surf, there is San Diego Bay and Mission Bay. These waters, protected by the narrow Silver Gate channel from the winds on the open sea, provide many quiet beaches where a ripple is the only disturbance.

Smooth water bay areas also are found at Coronado, Ocean, Mission and Pacific Beaches, all within 10 miles of the city. All have smooth swimming surfaces within walking distance of their centers and wide sandy beaches. Coronado is reached by ferry, while the others are within easy access by regular street car service.

For those who prefer the rollicking breakers, rolling in and washing the sands of the Pacific shores, a few miles further, easily reached by automobile or bus, one can stop at Del Mar, the ocean side of Mission Beach, Solana Beach and other points along the coast. Here will be found ample facilities for surf bathing, basking in the sand and sun and in some places fresh water pools are provided for those who prefer a quiet dip after resting on the beach.

California Pacific International Exposition 1936 Official Guide and Souvenir Program

Offices: Administration Building, Balboa Park, San Diego
Phones: Franklin 7731, or Main 4645

For information concerning advertising rates and purchase of copies in bulk for courtesy distribution, phone, write, or wire Helen C. Morrison or W. D. Upshaw at above address.

MISSION SAN DIEGO DE ALCALA

One of the most interesting mission exhibits on the Pacific Coast is found at Mission San Diego de Alcala, 6 miles from Old Town. This mission was founded July 16, 1769, by Fra. Junipero Serra and was restored in 1931.

SOUTHERN CALIFORNIA

Almost every type of scenery and geography will be found in Southern California which accounts, to a large degree, for the popularity of Hollywood as a motion picture center. Here in this land of startling contrasts, within 200 miles of Hollywood can be found the Alps, the South Seas, the Sahara and the Black Forest.

Along historic El Camino Real (the King's Highway) which skirts the picturesque coast line, will be found the chain of missions established by the early Spanish explorers, each within about a day's walking distance of the other. Many of these missions have been restored, while others will be found as colorful and interesting ruins. All are representative of an institution that was not merely a chapel but the hub and center of a frontier colony.

Agriculture, from the hundreds of thousands of citrus groves to hundreds of square miles of cotton is to be seen. There also will be found every form of sport, every sort of amusement, the year around. An hour's drive from San Diego, during the winter, takes one from the balmy breezes of the coast, where bathers bask on the sun drenched beaches to the snow capped mountains where winter sports enthusiasts enjoy skiing, ice skating and toboggan rides. Art galleries, famous libraries, museums, many musical treats are in store for the visitor who takes the time to visit them.

Complete information about attractions may be obtained from the All-Year Club of Southern California, Chambers of Commerce of Los Angeles and San Diego, San Diego Convention and Tourist Bureau and the Automobile Club of Southern California. Information booths on the Exposition grounds also will assist you in arranging your itinerary.

HOLLYWOOD BOWL

Symphonies, operas and ballets are presented each summer in colorful Hollywood Bowl, which will open its 15th season this summer. World famous conductors and orchestras are booked during the season which usually consists of 32 nights of music and entertainment. Information concerning the 1936 season may be obtained at travel and tourist agencies.

PILGRIMAGE PLAY

Many fair visitors will want to see the Pilgrimage Play, of the Life of Christ, this summer. This play, indorsed by the clergy of all denominations, is authentic and reverently produced in a picturesque amphitheater in the foothills just opposite the Hollywood Bowl. The natural scenery strikingly resembles that of the Holy Land.

More than 100 celebrated actors, with a great choir and marvellous color effects and costumes brought from Jerusalem, take part in the pilgrimage in July and August.

Ticket information may be obtained at all tourist agencies and the larger hotels and at booths at the Exposition. The main ticket office is at 2580 North Highland Avenue, Hollywood.

Hear ye! Hear ye!

Over one million persons have enjoyed

THE GLOBE THEATRE PLAYERS

presenting abridged versions of Shakespeare's comedies and tragedies in a replica of his own playhouse at east end of Cabrillo Bridge, behind the California Tower.

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PASO ROBLES SPRING HOTEL
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in the open-air patio. Mr. Art Smith, host.

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SAN LUIS OBISPO
HOTEL ANDREWS, Anderson Brooks,
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SANTA BARBARA BILTMORE
The Santa Barbara Biltmore has become headquarters for those who enjoy Polo, Tennis, Golf, Riding, Yachting and other sports in most scenic, charming surroundings. Rates \$9.00 up, American Plan. Charles D. Willson, Manager.

EL ENCANTO HOTEL AND VILLAS.
On the Riviera, just above the Old Mission. 500 feet above ocean and only 5 minutes from downtown. Set in 10-acre flower garden. Beach Club in connection, modest rates. Charles B. Hervey, proprietor.

SANTA BARBARA
SAMARKAND. California's famous Persian Hotel. Operated by Mrs. O. E. Morris, formerly of the Maurice Hotel, San Francisco.

SAN FRANCISCO
HOTEL ST. FRANCIS, on Union Square. All rooms with bath, from \$3.50. Dancing nightly in Mural Room. James H. McCabe, Mgr.

HOTEL CALIFORNIAN. All rooms with bath. Radio in every room. Garage adjoining hotel. For one—\$2, \$2.50, \$3. For two—\$3, \$3.50, \$4. P. Tremain Loud, Mgr.

SIR FRANCIS DRAKE. 600 rooms, 600 baths, San Francisco's newest and most modern downtown hotel. Garage in Hotel. Servidor. Coffee Shop. Fine dining rooms. Rates from \$3 for 1 person, and from \$4.50 for 2 persons. Don E. London, Resident Mgr.

BELLEVUE HOTEL—Best at the moderate rate. Every room has both tub and shower. Rates single \$2.50 to \$3.50. Double \$3.50 to \$5.00. Frank N. Harper, Mgr.

SAN JOSE
MONTGOMERY HOTEL

HOTEL DE ANZA. San Jose's Newest Hotel, San Jose, Calif. All outside Rooms with Bath. Coffee Shop, Moderate Prices. Tap Room. Dancing Every Night. Rates from \$2. Free Parking.



To Our Visitors and All Californians

You have enjoyed many happy hours at the California Pacific International Exposition.

No doubt, you have friends "back home" who would appreciate this copy of the Exposition's Official Souvenir Program and Guide.

For your convenience, we have arranged a space below in which you may write your name and address as sender, and that of the friend to whom you wish to forward this souvenir.

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